Chilcotin Wilderness Tourism Study

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Executive Summary

The Chilcotin Wilderness Tourism Study area is defined by the Chilcotin Forest District boundary with a focus on the Special Resource Development Zones (SRDZs) identified in the Cariboo-Chilcotin Land Use Plan (see study area map Appendix 6). This jurisdictional boundary extends west from Big Creek and Stum Lake to Tweedsmuir Provincial Park and north from Chilko Lake to the volcanic mountain ranges of Itcha-Ilgatchuz and the Rainbows. The study area contains significant areas of unroaded wilderness with little impact from other users and a wide variety of existing tourism activities and products. Important diverse ecological systems, aboriginal cultural sites, uses and history, special natural features and breath taking scenery provide very significant tourism opportunities. It is this character that holds the potential for expanded tourism products (both existing and new) but it is also this character that could be negatively impacted by resource uses. As other quality wilderness areas disappear regionally, provincially and worldwide, this area will only become more important.

Tourism is a leading economic and social consideration in the area and without the wilderness land base this industry will not continue to thrive and expand. Economic data collected as part of this study shows that the wilderness tourism industry in the West Chilcotin generates $37.5-$42.5 million dollars per year. This is a substantial economic contribution from an industry with a long history in the West Chilcotin and one that deserves a future with a secure land and water base. The social and environmental benefits of wilderness tourism are significant to local communities, the region and the province. The kind of wilderness tourism that occurs in the study area contributes significantly to sustainable use of the land and water resources.

West Chilcotin communities within the wilderness tourism study boundary have a tremendous opportunity to expand and diversify their economic and employment base through the expansion of ecotourism, wilderness tourism, adventure travel and culturally based tourism development. Importantly, these opportunities for expansion in wilderness tourism are arriving at the same time that many rural BC communities are struggling with significant structural change in their traditional resource economies. Fortunately, the communities within the Chilcotin Wilderness Tourism Study area are not yet in this situation. Resource use and community planning initiatives including tourism interests will be critical if Chilcotin communities are to avoid conflicts experienced elsewhere.

It is vital that wilderness ecotourism be recognized and its land and water use interests coordinated with other land and resource uses. Proactive land use planning and resource management must be initiated to avoid and/or mitigate potential environmental, social and economic impacts and conflicts with other resource users. To manage in a coordinated and cooperative manner, alternative, adaptive and innovative management techniques must be explored.

This study links the tourism products, opportunities and businesses to the land and water base. This strong link justifies the importance of managing the land and water resources for sustainable tourism now and in the future.

Because the tourism industry has a history, contributes significantly to local communities economically, environmentally and socially, the Chilcotin forest district area is a prime location for a pilot project to determine how wilderness tourism can be provided with a secure and appropriate place to carry out and expand on it's already substantial economic contribution to the area while acknowledging that other resource uses, particularly forestry, will continue.

Wilderness areas are a finite resource in most areas of the world. British Columbia and the West Chilcotin are in a good position to take some of the overflow of demand for wilderness tourism as long as the land upon which the industry is dependent is conserved and managed sustainably. This

means defining who will use particular parts of the SRDZs and other land areas for commercial tourism products and integration with other resource users and the public. There is an opportunity to test combined resource uses using alternative methods of practice and innovative ways of extracting other resources from the same area that provides the land and water base for tourisms client experience.

In order to test the intent of maintaining a sustainable wilderness tourism industry in association with other land and water users, particularly forestry, the study suggests a first implementation step of a wilderness tourism/forestry integration pilot project which would focus on a range of land and water use interface issues that warrant attention in order to protect both users complex interests.

1. Introduction

> For Canada's tourism industry to continue to be attractive to a large segment of inbound visitors beyond the year 2000, Canadian businesses and governments will need to be very active in protecting Canada's natural and historical assets. Developing a sustainable tourism industry will become a major challenge and balancing act for governments and businesses in the new millennium. Finding solutions when many decisions are influenced by the need for short term profits and with an eye to the next election, will require a significant change in how governments and business examine resource development. (Canadian Tourism Research Group, page 63, 1997)

1.1 Provincial Scope

The tourism industry is one of the fastest growing economic sectors in the world economy. In BC, tourism is already the province's second largest industry – generating $9.2 billion in revenues in 1999 with some 16,700 tourism-related businesses employing over 113,000 BC workers. Tourism revenues for 2000 are estimated to increase to $9.5 billion.

Many visitors to BC are already attracted to the province (including the West Chilcotin) for its diverse natural beauty and outdoor recreational opportunities. Therefore, the province is perfectly poised to capitalize on the new opportunities for economic and employment growth possible from expansion in tourism enterprises. Rural BC communities, in particular, have a tremendous opportunity to expand and diversify their economic and employment base through ecotourism, adventure travel and culturally based tourism development. Importantly, these opportunities for expansion in tourism are arriving at the same time that many rural BC communities are struggling with significant structural change in their traditional resource economies.

However, the same land and water base that offers opportunity for wilderness/ecotourism also supports a wide range of other resource users. The same demographic forces that are propelling tourism expansion will also result in increased backcountry recreational use by local residents. As increased recreational and tourist use of the backcountry occurs, the province will undoubtedly face more potential resource use conflicts, and increased concern regarding potential environmental impacts.

Therefore, it is vital that the ecotourism industry be managed in a coordinated manner with other land and resource uses, and with a view to proactive management so as to avoid and/or mitigate potential environmental impacts and conflicts with other resource users and resource industries. To manage in a coordinated and cooperative manner, alternative, adaptive and innovative management techniques must be explored. For example, ecoforestry or new silviculture techniques may offer appropriate management of the forest resources upon which both the tourism industry and forest industries depend.

It is also important that any attempts to promote and expand tourism development in a region be coordinated with cultural and heritage interests, and be compatible with local community interests and objectives for economic growth.

1.2 West Chilcotin Scope

Tourism is a significant and growing land use component in the Cariboo Chilcotin and contributes to the region's quality of life. It plays a key role in diversifying the resource based economy of the region. Tourism relies on secure access to, and sustainability of, a variety of high quality natural environments, resources and experiences. (CCLUP Implementation Report Appendix, pg. 142, 1995)

The Chilcotin Wilderness Tourism Study area is defined by the Chilcotin Forest District area boundary (see study area map). This jurisdictional boundary extends west from Big Creek and Stum Lake to Tweedsmuir Provincial Park and north from Chilko Lake to the volcanic mountain ranges of Itcha-Ilgatchuz and the Rainbows. The study area is mainly backcountry with a wide variety of existing tourism activities and products. The area contains important ecological systems, aboriginal cultural sites, uses and history, special natural features and breath taking scenery. Much of the study area is made up of unroaded wilderness with little impact from other land users. It is this character that holds the potential for expanded tourism products (both existing and new) but it is also this character that may be negatively impacted by other resource uses.

The Chilcotin Wilderness Tourism study area is currently used by approximately 100 tourism operators from within and outside of the district area. Remote wilderness/backcountry/midcountry tourism products offered include hiking, hunting, fishing, nature study, photography, canoeing, bird watching and wildlife viewing, trail riding, wilderness retreats, windsurfing, mountaineering and rock climbing, river rafting, heritage trails and Native/cultural tourism. Winter activities include snowmobiling, wilderness cross country skiing, telemarking, skating and snowshoeing. It is the primarily roadless, remote character that provides the opportunity for the products being offered. These products are dependent on an environment that provides the elements for a positive tourism experience.

Frontcountry tourism operations include fishing, vehicle and bus touring, bike touring, wildlife viewing and nature photography. These products are not necessarily dependent on an unaltered remote wilderness environment however alternative resource activities do affect and potentially negatively impact these experiences as well. It is through this frontcountry area that most tourists travel to reach other tourism activities in the mid and wilderness backcountry areas of the district.

The district is served in part by the Anahim Airport year round with direct flights from Vancouver handling approximately 5000 people per year and Williams Lake Airport handling more. Many of these individuals or groups continue on with further local flights (float plane and wheeled aircraft) to wilderness activities and camps. Other resorts offer charter flights from Vancouver into Chilko Lake, Tsuniah Lake, Nemiah Valley and other locations seasonally.

In the Chilcotin Wilderness Tourism Study area, tourism and the environment are inextricably linked and interdependent. Recognizing that it is the environment and its ecosystems that are the major attraction of tourists to this area, there is an economic motivation for conservation of the land base on which the industry thrives.

There has been a history of attempting to use tourism as an economic stimuli for communities within the Chilcotin forest district area and much discussion has occurred around the economic benefits to local communities as an alternative to traditional forms of industry. But despite this history of communication, it has been difficult to defend the economic impacts that tourism has locally, compared to more provincially traditional resource uses.

The communities within the West Chilcotin include Nimpo Lake, Anahim Lake, Kleena Kleene, Tatla Lake, Anaham, Chilko, Alexis Creek, Nemiah, Tatlayoko/Tatlacoh, West Branch, Stone, Big Creek and Puntzi/Redstone. Currently, the formal economic base of the Chilcotin consists of ranching,

forestry, tourism and home based business. Enhancing the existing local economic diversity would be a positive step towards economic and social stability rather than depending on a single industry for an economically sustainable future. This area is a unique bioregion characterized by common geographic features (landforms, elevation, flora and fauna) and a common human history and culture (aboriginal, non-aboriginal settlement and homesteading, isolation, self sufficiency).

1.2.1 Community Based Values

Recent initiatives in labor market analysis regional community development and planning have recognized that consultation should be based on a partnership with local communities to ensure a more systemic and coordinated response to community needs. The challenge is to replace the current framework of top down directives to develop the full economic potential of Chilcotin tourism. As area First Nations are coming forward now to require a restructuring of land use and development decision-making processes, the opportunity exists to incorporate more meaningful tourism consideration as procedures are changed.

Collaboration, consultation and consensus-seeking with local communities will improve the success ratio of local economic restructuring by ensuring that the identified opportunities are connected to business capacity and sustainability. This process of community development is based on four basic principles – accountability, co-ordination, effective management and balancing local place-based values with provincial initiatives. The function of this coalition of vested interests is to develop a strategic direction for tourism development and facilitate community relationships with stakeholders in the region. This would provide a community venue for representatives from the provincial government to consult with local residents on policy and administrative directives that affect their tourism livelihoods.

The relationship between provincial tourism development and communities could be a courtship of mutual benefit, one of self-preservation through consultation and expansion of existing operations, as a means of offsetting the impacts of an increasing uncertain political climate and economic global markets. This requires a fundamental rethinking of the process of tourism expansion and sustainability. It will require enacting the visionary principles of local participation, collaboration and consensus reflected in regional and provincial mandates.

The tourism sector's ability to be globally competitive is affected by outdated policies that restrict tourism operators' access to the land base. This significantly affects operators' ability to expand to meet market demands. Provincial policies are shaped by perceived economic value. The challenge is to ensure that the present and potential value of the Chilcotin's tourism contributions to creating and maintaining local employment, capital investments, infrastructure development and local economies is recognized and expanded on.

To date, land use planning in the Chilcotin has not adequately provided for management of resources to support tourism interests. Tourism operators report the belief that extractive resource development has historically been given precedence over their needs. The expansion, viability and long-term sustainability of tourism in the Chilcotin – particularly of the highest-value segments providing high-end products based on wilderness and wildlife resources – requires that tourism requirements be accorded greater precedence in development planning.

1.3 West Chilcotin Tourism Association

The West Chilcotin Tourism Association (WCTA) started in 1989 as the West Chilcotin Sports Fishing Association and was a member of the West Chilcotin Community Resource Association that later rolled into the Anahim Round Table. Later on when more diverse businesses joined the WCSFA the name changed to the West Chilcotin Sports Fishing and Tourism Association. In 1997 with this name being a mouthful the name changed simply to WCTA. The WCTA has 50 plus operator members in a wilderness area that has its northern boundary as the Blackwater Ootsa region, the western boundary being Tweedsmuir Park, the eastern Tatla Lake Junction and Chilko Lakes areas and the southern boundaries encompassing the Mt. Waddington area. The vision statement of the WCTA is "To support the vision of a vibrant, healthy, quality wilderness destination that retains the values and atmosphere that make our region uniquely CHILCOTIN."

2. Objective and Approach

2.1 Study Objective

The study objective is to complete a wilderness tourism study for the area with an emphasis on the Special Resource Development Zones located within the Chilcotin forest district area boundary. Special Resource Development Zones include Charlotte Alplands, Niut, Potato Range, Brittany Triangle, Itcha Ilgachuz and Taseko Lake. It is hoped that the outcome of this document will help to build stronger communities, healthier Chilcotin economies and to reach the full economic potential of the Chilcotin while at the same time maintaining the cultural identity of the Chilcotin (including but not limited to wilderness tourism products, First Nations culture, and ranching culture).

An examination of existing information including previous land use planning and resource management initiatives, other tourism and recreation studies and inventories was carried out. Existing tourism products were reviewed and potential tourism opportunities identified. Members of the project team contacted local tourism operators to gather information and economic data for analysis and synthesis into the study document.

Other resource uses in the study area were considered to determine how they affect the existing tourism products, what potential threat they may be to future products or tourism product expansion and user compatibilities.

The intent of this study is to provide an information base that can be used to understand what the tourism resource is and how best to support sustainable tourism development planning and business opportunities and identify what priority opportunities might be. Tourism is a leading economic consideration in the area and without the wilderness land base this industry will not continue to thrive and expand. The study links the tourism products, opportunities and businesses to the land and water base on which it depends. With this link made, the importance of managing the land and water resources for sustainable tourism becomes the focus. What the issues, are related to resource use and where conflicts might arise between and among resource users, including tourism are identified. An approach to managing conflicts and potential conflicts between other resource users and the delivery of tourism products is suggested. Some of these conflict resolution approaches include ecoforestry techniques, access management, a more systemic and coordinated response to local community needs, environmentally sensitive use guidelines and internal tourism use conflict resolution.

Economic information was gathered from existing data as well as from a mail out questionnaire and telephone contact with local tourism business operators. The information gathered deals with commercial tourism operations and associated products in the study area. The economic contribution of the wilderness tourism sector in the West Chilcotin is summarized to reflect employment, direct and indirect revenue, spinoffs and generally identify what the approximate economic contribution of the sector is to the area.

The overriding issue for tourism in the Chilcotin forest district area is access to a sustainable suitable land base. Securing a suitable land base for wilderness/tourism is an important goal to be met in the West Chilcotin if tourism is to have a future. In order for tourism to survive and grow in the area, the economic, employment and social benefits of wilderness tourism must be recognized. A more balanced management plan for the forests that includes tourism as an economically valuable land base user is essential in ensuring that the land base does not deteriorate tourism sustainability now or in the future. The argument made is that "an industry reliant on standing forest is just as valid as one committed to cutting it down" (Page 41 Pynn, 2000).

2.2 The Approach

2.2.1 Tourism as a Land Based Resource (Ethos 1998, Pg. 5-9)

Traditionally tourism has been viewed as a market-driven service industry rather than a natural resource-based activity. The traditional focus of tourism planning has been on the development and marketing of tourism infrastructure, such as hotels, golf courses, cultural sites, and entertainment complexes.

The fact is that much of British Columbia's tourism sector should be seen as a natural resource-based activity. This is because like forestry, mining and fishing, the fundamental growth and prosperity of B.C.'s tourism sector depends to a large extent on the abundance and quality of the natural resources of the province. British Columbia is blessed with some of the finest scenery in the world including rugged, spectacular coastlines, mountain vistas, abundant wildlife, fresh water lakes, forested valleys, wild rivers, extensive wilderness and more. This rich abundance and diversity of natural landscapes provides the context for a wide variety of tourism products which provide the essential 'competitive edge' that allows B.C. to compete in the global tourism market place.

While British Columbia lacks the warm temperatures of the tropics, the historical and cultural sites of older nations, and the cosmopolitan attractions of European and Asian cities, it is the natural beauty of the province that draws tourists to British Columbia's "SuperNatural" qualities – especially as protected in its parks, SRDZs and adjacent wilderness areas – are the marketing 'hook' that allows the province's tourism industry to attract and hold its market share of the world's largest industry.

The environmental quality and natural variety of the province is a major drawing card that attracts tourists to B.C, serves as a vital 'backdrop' to many tourism activities, and validates the holiday experience of many visitors, even those that do not directly visit B.C.'s parks. Indeed, our parks and natural areas are also a major reason why many British Columbians spend their vacation dollars at home, exploring their own province.

Given this importance of environmental integrity to the tourism industry in British Columbia, tourism products must be planned and managed to ensure that their quality is not eroded by indiscriminate tourism development or by the uninformed actions of other land and water users, while maintaining its global competitiveness.

Seeing the B.C. tourism industry as a natural resource based sector enables techniques long utilized for environmental planning in other resource sectors, such as forestry or recreation, to be applied to tourism. Inventory, zoning, conflict assessment, and resource mapping are some of the methodologies that can be applied to plan for tourism resource sustainability.

In order to protect the environment, and to develop tourism opportunities that are both economically and socially acceptable, a natural resource-based planning approach is needed for this sector. The planning approach should be capable of identifying tourism opportunities that are both economically viable as well as environmentally and socially appropriate. The tourism planning process consists of two types of analysis, as shown in Figure 2:

- land use zonation and,
- tourism resource inventory.

Figure 2: Sustainable Tourism Planning

Natural Resource Issue	Land Use Planning Tool
Viability *Does the site have the geographic location factors needed for success?*	**Tourism Resource Inventory Analysis**
Suitability *Would a tourism operation here be compatible with other users and environmental values?*	**Tourism Zonation System (TSZ)**

Together, these tools – the Tourism Zonation System (TZS) and tourism resource inventory methodologies – can be used to identify suitable, low impact locations for specific tourism products and facilities that have a high probability of being economically viable and environmentally appropriate.

2.2.2 Tourism Zonation System (TZS)

The Tourism Zonation System (TZS) is a land planning technique that enables the integration of tourism development within conservation priorities. As such, it is especially pertinent for BC Parks. This zonation system differentiates natural resource based tourism products into Urban, Frontcountry, Midcountry or Backcountry zones according to:

- degree of naturalness (from urban to wilderness);
- type of tourism outdoor experience;
- method of transport;
- intensity of use; and,
- scale of facilities (e.g. from destination resorts to cabins).

The tourism attributes of these zones are briefly described below. It should be noted that the tourism zones roughly correspond with the current zonation system in use by B.C. Parks as follows: Backcountry Zone is equivalent to the combined Wilderness Conservation and Wilderness Recreation Zones (i.e. non-mechanized access and/or low frequency air access); Midcountry corresponds with the Natural Environment Zone (i.e. limited and/or controlled mechanized access and use); and, Frontcountry corresponds with the Intensive Recreation Zone (i.e. all-weather, public roads and high use). However, unlike the existing B.C. Parks zonation system, the Tourism Zonation System is a land use planning tool could be applied to the entire provincial land base, and not just those areas within parks.

The Backcountry/Wilderness Tourism Zone provides a high quality (often world class) wilderness experience in a pristine environment to a smaller, though generally affluent clientele. Multi-day river rafting, canoe tripping, photo safaris and nature treks, multi-day ski touring, guided mountaineering, kayaking, and wilderness horseback trips are all associated with this zone. The absence of motorized access and lack of infrastructure characterize the Backcountry zone. The tourism experience emphasizes personal and small group interaction and physical activity within pristine natural landscapes. The Backcountry zone in Chilcotin Wilderness Tourism Study area encompasses the protected areas (parks) and significant components of the SRDZs. Examples of Backcountry zones that are found within the study include the Tweedsmuir Park, Itcha-Ilgachuz Park and SRDZ, Charlotte-Alplands SRDZ, Taseko Park and Tsylos Park.

The Backcountry zone is a rapidly diminishing resource and yet it is associated with an especially attractive tourism image with strong appeal internationally. Few other areas of the planet still retain the high calibre, large wilderness areas that are found in B.C. Given the shrinking availability of wilderness elsewhere in the world and the growing demand for it by an affluent traveling public, wilderness promises to play an increasingly important part in the future of British Columbia's tourism industry. Managing use and preserving the pristine wilderness is the key management challenge of this zone.

The Midcountry/Natural Tourism Zone within, primarily the SRDZs but including some Integrated Resource Management designated lands within the study area, is characterized by the provision of recreation experiences for 'intermediate' numbers of visitors in a quality natural environment. This zone is often associated with motorized access and accommodation, but on a smaller scale and to a lesser intensity than in the Frontcountry. For example, Midcountry accommodation might consist of small lodges with limited facilities. The rustic basics of comfort are provided but the emphasis of the experience is still on the natural environment rather than the facilities themselves. Access in the Midcountry might be by helicopter, float plane, boat or unpaved resource roads. Heli-skiing, multi-day heli-hiking, mountain biking and some guest ranches are examples of adventure activities associated with this zone.

The Midcountry/Natural Zone can be one of the most challenging areas to manage. Potential conflict with other users is significant in the Midcountry, where industrial forestry and mining activities are integrated with tourism uses. Conflicts between mechanized and non-mechanized recreationalists can be more common in this 'transition' zone than in either Frontcountry or Backcountry. Midcountry operations (e.g. heli-skiing) can lead to key conflicts with conservation priorities. Midcountry-style tourism should be located outside of parks, around their perimeter. Containing the level of access and infrastructure are key issues in management of the Midcountry/Natural Zone.

The Frontcountry/Intensive Tourism Zone services large volumes of tourists in a naturally scenic though substantially human altered environment. Often, the more natural Mid and Backcountry zones provide the scenic backdrop for Frontcountry/Intensive zones (e.g. the Nimpo Lake Frontcountry looks into the extensive Backcountry vistas of the Charlotte Alplands). Tourism in the Frontcountry/Intensive Zone will often be closely linked to motorized, high volume transportation on Highway 20 or proximate to airports. Tourism in this zone often involves the use and development of substantial infrastructure: destination resorts, motels, restaurants, shopping areas, entertainment services, ski areas and so on. Adventure tourism activities associated with the Frontcountry/Intensive zone include daytrip rafting, daytrip ski touring and nordic track skiing, daytrip heli-hiking, highway based nature viewing tours, paved road bicycle tours and fishing.

Frontcountry tourism activities appeal to those tourists seeking a short duration outdoor oriented activity. Tourists enjoying the Frontcountry often do not have the time to explore further into the Midcountry, or prefer to limit their natural experience in order to enjoy the full comfort and

convenience of hotels and restaurants in the evening and mornings. Protection of viewscapes and scenic corridors is an important element of Frontcountry tourism management.

To develop this zonation system further, it can be described as a continuum with vague division between each of the zones while acknowledging that these zones are relevant in the real world, they are not clear cut. The concept of a zonation continuum might more accurately reflect how the Chilcotin tourism industry has developed and more importantly how the industry should view future development and planning. The continuum starts at one end of the spectrum with Parks as the backcountry where ecosystems are preserved for certain types of public use (particularly non motorized), where access is restricted in many areas and where the intent of some parks or portions of parks is solely to preserve a particular environment, ecosystem or species. Limited commercial development or resource extraction is allowed in this zone.

The areas immediately adjacent to parks would be zoned as back/midcountry ecotourism resource and would mainly be the areas identified in the land use planning initiatives as SRDZ. In this zone limited development would take place with cabin and lodge accommodation and permanent campsites with limited or controlled mechanized access. This would focus ecotourism infrastructure development outside the protected areas. Further along the continuum towards the frontcountry side of midcountry, larger lodges (possibly with mechanized and/or roaded access would occur.

Moving into the frontcountry zone where paved and unpaved road access allows for use by more people and is appropriate for commercial developments along major roads and Highway 20 including motels, lodges and other services.

The West Chilcotin Tourism Association supports this tourism zonation system and wishes that it be applied within the Chilcotin Wilderness Tourism Study area. From a tourism perspective, this zonation system would allow ecotourism development to proceed on a secure land base while protecting the integrity of the parks, maintaining some control on tourism development so that the wilderness tourism experience remains intact and concentrates more dense forms of tourism away from both parks and the more remote areas (the SRDZs) of the land base upon which Chilcotin wilderness tourism products depend.

2.2.3 Principles Behind Sustainable Tourism Management (Bramwell et al 1996)

The following is suggested as a list of principles that should underpin any approach to sustainable tourism management. These principles say little about what sustainable tourism might look like on the ground but rather what processes might be used to achieve sustainable tourism and what the implications might be.

- The approach sees policy, planning and management as appropriate, and, indeed essential responses to the problems of natural and human resource misuse in tourism
- The approach is generally not anti-growth, but it emphasizes that there are limitations to growth and that tourism must be managed within these limits
- Long-term rather than short-term thinking is necessary
- The concerns of sustainable tourism management are not just environmental, but also economic, social, cultural, political and managerial
- The approach emphasizes the importance of satisfying human needs and aspirations, which entails a prominent concern for equity and fairness

- All stakeholders need to be consulted and empowered in tourism decision-making, and they also need to be informed about sustainable development issues
- While sustainable development should be a goal for all policies and actions, putting the ideas of sustainable tourism into practice means recognizing that in reality there are often limits to what will be achieved in the short or medium term
- An understanding of how market economies operate, of the cultures and management procedures of private sector businesses and of public and voluntary sector organizations, and of the values and attitudes of the public is necessary in order to turn good intentions into practical measures
- There are frequently conflicts of interest over the use of resources, which means that in practice trade-offs and compromises may be necessary
- The balancing of costs and benefits in decisions on different courses of action must extend to considering how much different individuals and groups will gain or lose

3. Natural Features and Area History

3.1 Natural Features Description

Jagged mountain peaks (some of the highest in BC), volcanic canyons, vast icefields, alpine meadows, large valleys, rolling foothills, grasslands and pine forests as well as a multitude of lakes and rivers make this area very attractive to current and emerging ecotourism activities. The Chilcotin is unique in its location and climate with interior environments one hour to the east and coastal ecosystems one hour to the west. It is this rugged, remote, wilderness character that currently attracts visitors from all over the world. It is these contiguous areas of geologic, climatic, and ecologic features combined with their relatively intact (little human intervention) nature that makes this area of the province a unique destination.

3.1.1 Landforms

The outstanding ecological diversity of the West Chilcotin, including the study area, is in part a product of its diverse geomorphology. It encompasses portions of three of British Columbia's Landscape Regions:

a.) the Pacific Ranges

b) the Chilcotin Range

c) the Fraser Plateau

The Pacific Ranges is the name given to that portion of the Coast Mountains that extend southeastward from Burke Channel/Bella Coola River for about 770 km (480 miles) to the Fraser River Delta. 130 km (80miles) to 160 km (100 miles) in breadth, these ranges rise from the mainland coast to the west; the eastern edge merges into and delineates BC's interior plateau. Comprised primarily of granitic rocks, the Pacific Ranges contain the highest peaks within the Chilcotin forest district area and the Coast Mountains, including:

- Mount Waddington (4,019 m; 13,100') and Mt. Tiedmann (3,840 m; 12,500'); between the Klinaklini and Homathko Rivers;
- Mt. Queen Bess (2,400 m; 8,000'); south of Tatlayoko Lake;
- Mt. Good Hope (2,250 m; 7,400'); west of Chilko Lake, and
- Mt. Monmouth (2,850 m; 9,350'); south of the Tchaikazan Valley.

These high peaks are draped and sculptured by alpine glaciers. Many of the tallest summits projected as *nunataks* above the ice sheets of the last Ice Age (whose upper surface over the Pacific Ranges was from 1,500 m to 2,400 m above sea-level). Today, 12,000 years after the end of that Ice Age, the largest ice fields in southern Canada remain in this area and spill over into the study area including areas around Mount Waddington.

The Chilcotin Range, a portion within the Chilcotin forest district study area lies to the east of the Pacific Ranges. Trending northwesterly from Lillooet to the head of the Klinaklini River, It is composed largely of non-granitic rocks. The Chilcotin Range rises progressively higher as it approaches the Pacific Range. Typically it displays a combination of high glaciated peaks rising above lower rounded summits and gently rolling upland. High points in the range include Mount Tatlow (3,020m; 9,900'), west of Taseko Lakes, and Taseko Mountain (3,014 m; 9,880'), east of Taseko Lakes.

The Fraser Plateau (colloquially known and hereafter referred to as the Chilcotin Plateau) is a flat and gently rolling landscape featuring large areas of undissected upland lying between 1,200 m (4,000') and 1,500 m (5,000'). A large part of the Chilcotin Plateau is underlain by flat or gently dipping late Miocene or Pliocene olivine basaltic lava flows. These lava flows emanated from now extinct shield volcanoes in the Itcha Ilgachuz and Rainbow Ranges.

Much of the Chilcotin Plateau is covered with a deep clay layer of glacial drift, with less than 5 percent of the original bedrock exposed. Of major importance to the study is the Plateau landform contains numerous lakes (many of which are important for fishing) and extensive lower elevation meadowlands that provide attractive landscapes as they wind through the dry forests.

Several dramatic valley features have been superimposed upon the mountain and plateau landforms of the Chilcotin over the millennia including:

Trans-Coast Mountain Rivers: The Homathko, Klinaklini, Dean and Atnarko Rivers are remarkable in that they cut through the Pacific Ranges from the Chilcotin Plateau to the Pacific Ocean, carving a course across the base of the highest peaks. For instance, the greatest vertical relief in BC occurs where Mt. Waddington rises to 4,000 m (13,100') above the Homathko River. From an ecological standpoint, these trans-mountain valleys provide a low elevation transect of the Coast Range, which along with the exceptional vertical relief, results in a remarkable biodiversity, progressing as they do from the coastal rainforest through to dry interior grasslands.

Finger Lakes: Originally carved by glaciers on the interior side of the Coast Mountains, Chilko, Tatlayoko, and Taseko Lakes are exceptionally beautiful. Reaching up to 50 kilometres (30 miles) in length, and offering world quality scenic drama, the superb views into the very core of the high glacier-clad peaks are reminiscent of the long lakes of the Swiss Alps, or South Island, New Zealand. This area holds one of the province's highest concentrations of alpine lakes of all shapes and sizes.

3.1.2 Climate

The Coast Mountains (Pacific Range) create a significant barrier to weather systems inbound from the Pacific, causing these air masses to rise, then cool and drop their moisture as precipitation, especially on the windward slopes. At higher altitudes, this moisture falls predominantly as snow which, due to the high levels of accumulation, remains from year to year, compressing to form extensive ice fields. As the air masses descend the lee side of the Coast Ranges, they warm and dry out, resulting in much reduced relative humidity.

As a result, large portions of the study area, especially the Chilcotin Range and Chilcotin Plateau, are situated in a rain shadow, dry climate region. For example Anahim Lake receives an annual precipitation of just 35 cm (14") per year. Due to the elevation of the plateau (1,200 m or 4,000') the average January temperature is –12 degrees Celsius (-9 degrees F), with an average summer temperature of only 12 degrees Celsius (55 degrees F). The frost free period here ranges from 12-26 days (depending on elevation and latitude). The result is a high, dry, cold pine-forested environment.

3.1.3 Vegetation

The Chilcotin Wilderness Tourism study area encompasses exceptional ecologic diversity. Featuring portions of ten of the 14 biogeoclimatic zones (or ecosystems) found in BC, it contains a much greater range of vegetation types – from dry hot grasslands on the south facing slopes of the most eastern part of the forest district area, through several dry and wet land forest types, to extensive alpine and icefields.

Two forest types occurring here are unique in BC (and possibly the world). Though termed Sub-boreal Spruce and Montane Spruce, they are an ecosystem variant and ecologically distinct from the general characteristics of these two zones as they occur elsewhere. This appears to be due to the arid, cold climate associated with the immediate lee of the Coast Mountains.

The Sub-boreal Spruce (SBS) Biogeoclimatic Zone consists of fire-caused climax lodgepole pine stands with a soopollalie and kinnikinnick shrub layer, and lichen ground cover. The Montane Spruce Zone occurs at slightly higher elevations, immediately above the SBS, and consists of mixed stands of lodgepole pine and hybrid spruce with a moss, crowberry and grouseberry ground cover.

A third forest type, the dry land Interior Douglas-fir, has been heavily logged throughout its range across southern BC so that old growth stands are especially in need of protection, given their rarity.

Generally, the latitudinal trend from south to north is from the Bunchgrass Zone at the lowest elevations of the Chilcotin valleys; to the dry Interior Douglas-fir Zone in the south-central portion of the Fraser Plateau and the major valleys in the Chilcotin Ranges; to the Sub-boreal Spruce Zone and Montane Spruce on the Chilcotin Plateau. Within the mountains, the altitudinal vegetation zones proceed through Engelmann Spruce/Sub-alpine Fir, to Alpine to Icefields, with Cedar-Western Hemlock and some Coastal Douglas Fir Zones occurring in the trans-mountain Klinaklini and Homathko Valleys.

3.2 Remote Wilderness And Naturalness

The degree to which the environment has been modified from its natural state by human actions is a common method of measuring wilderness. Since around 1985, forest harvesting has been the main type of human action altering the environment and the ecosystems that make the area unique.

Although wilderness means different things to different people, there is a general consensus on its essential features.

For the purposes of this report, we have adopted the B.C. Wilderness Advisory Committee (1986) definition of wilderness:

an expanse of land retaining its natural character, affected mainly by the forces of nature with the imprint of modern man [humans] substantially unnoticeable. (pg. 7)

The Committee also suggested that large areas, units of 100,000 hectares or larger, are preferred for a quality wilderness experience.

In addition, a wilderness area must represent a diversity of natural features and provide for a variety of recreational experiences to be suitable for commercial wilderness tourism.

With wide ranging biogeoclimatic characteristics, and large areas of undisturbed, unroaded environments, several areas of the West Chilcotin, particularly areas that are designated as Parks and Special Resource Management Zones meet most or all of these 'wilderness' experience criteria.

Many people feel a strong tie between themselves and 'the wilderness'. They highly value the opportunity as an ecotourism experience during which they can escape from urbanity to natural scenic, 'unspoiled' surroundings.

Remote wilderness devoid of human alteration is the primary location for providing those tourism products currently offered in the study area. This is what the tourism operators who use this area are selling to their clients. Provision of a high quality wilderness experience in an unaltered environment to a small but well-paying clientele characterizes wilderness tourism operations. Clearly, the study area

is of major importance to the region's tourism. As other quality wilderness areas disappear regionally, provincially and worldwide, this area will only become more important.

3.3 Visual Resources And Scenic Values

Visual resources and scenic values as a component of the wilderness experience are key to both present and future tourism use opportunities in the study area and most particularly in the SRDZs. This applies to air, ground and water access corridors. (For example, the air corridor from Nimpo Lake to the Charlotte-Alplands SRDZ where more than 200 return flights per year take place).

All tourism products, existing and opportunities are very dependent on high natural scenic values. Stewardship of the land and water resources in these visually sensitive, unroaded wilderness settings will determine the future of wilderness tourism opportunities in the area.

4. Fish and Wildlife Resources

4.1 Fish Resources

The bounty of lakes and streams in the study area provide a very high opportunity for angling due to the diversity of inland fish resources which vary in species composition, habitat type and productivity. Fish within the study area include provincially significant populations of Dolly Varden char, rainbow trout, bull trout, Kokanee, salmon and steelhead. These fish resources support a variety of uses including genetic refuge areas for sensitive and/or unique species, wilderness recreational angling, commercial guided angling and Aboriginal sustenance fisheries. Of particular significance is the native rainbow trout present in many of the lakes and waterways; a much sought-after commodity by today's fly-fisher.

Of the inland fish stocks that occupy the area's lakes and streams, Dolly Varden char and bull trout are particularly vulnerable to major population declines which result from overharvesting and habitat alterations. In many parts of North America these species have been recognized as extremely sensitive populations that require distinct management consideration.

All salmon species are represented in the study area watersheds and contribute substantially to commercial, sport and Aboriginal fisheries. Sockeye habitat includes spawning streams in the Chilko River system, Chilko Lake and Taseko Lake. Chinook producing watersheds include the Chilko and Chilcotin Rivers, Coho salmon have been observed in the Chilcotin system and are in the upper range of their distribution within the Fraser River Basin, while small numbers of pink salmon are also produced in some of the streams. As well, Steelhead migrate up the Chilko and Taseko rivers during the late spring and summer. The Chilko River is the main nursery stream for these fish and protection of spawning and rearing habitats is critical to their continued survival.

The fishing experience is greatly enhanced in the region by the unaltered scenic landscapes, wildlife viewing and other recreation opportunities. Fishing lakes are located at various elevations and in diverse biogeoclimatic ecosystem subzones, which adds to the overall wilderness fishing experience. Fly-in access is a major component of the remote wilderness fishing experience.

These wilderness lakes and streams all have requirements for protected habitats and viewscapes that will maintain a quality experience both at the specific angling site and with respect to the access route (air and/or ground). From a tourism perspective, angler preference surveys indicate that although the presence or catching of fish may be important, it is not as important as the natural scenic values or the isolation offered by a quality wilderness fishing experience.

4.2 Wildlife Resources

Wildlife is an important component of wilderness/ecotourism on it's own as part of wildlife viewing, hunting, nature study and photography products and in and of itself as part of the biodiversity and ecosystem within which tourism takes place. Negative environmental impacts with respect to wildlife habitat and interference with wildlife lifecycle processes are a common problem.

The fact that the Chilcotin forest district area supports such a diversity of wildlife species is due to the range of habitats (from grassland to alpine) that occur here and also to the fact that the mountain spine of this great space and many of the valleys leading from the plateau to alpine remain intact and unroaded. Consequently if the integrity of this wilderness is retained and land uses are managed

appropriately, the area has the potential to continue to support top predators (which is one of the best indicators of an intact wilderness ecosystem).

4.2.1 Wildlife Species

The high profile wildlife species found in the wilderness tourism study area include:

Ungulates

California Bighorn Sheep winter range in the Bunchgrass Zone and in summer range on higher altitude sites (e.g. alpine areas in the South Chilcotin Mountains). A small band of sheep has recently been transplanted to the eastern slopes of the Potato Mountains (west of Chilko Lake).

One of the largest, healthiest herd of woodland caribou remaining in BC live in the northwest corner of the study area in the alpine/sub-alpine and high elevation forests of the Itcha Ilgachuz Mountains (1,800 animals), Tweedsmuir Park and the Entiako (500 animals), and the Alplands (50 animals).

Mule Deer are found where grass and grazing is abundant in the lower snowfall areas and where there is good winter range. The most important sites within the forest district area are: the Nemaiah, Yohetta, Tatlayoko, and West Branch Valleys. Winter range areas are critical, especially in the Nemaiah, and Tatlayoko Valleys. In summer, mule deer move up into the alpine. Blacktail Deer live in the rainforest Cedar-Western Hemlock Zone in the southwest of the study area in the Homathko and Klinaklini River drainages.

Moose occur in the lower-mid elevation wetland meadow complexes, especially in the Klinaklini Valley and out on the Chilcotin Plateau. In summer, the moose range higher up into the alpine meadows.

Mountain Goats are found on steep higher altitude sites (suitable for escape terrain) throughout the Pacific and Chilcotin Ranges in locations where there is suitable forage with sufficient winter range.

Predators

Healthy populations of grizzly bear live throughout the mountains of the wilderness tourism study area and are especially found in the more remote western ranges. Their summer habitat is primarily the alpine meadow areas; in fall they congregate to fish for salmon in rivers including: Chilko, Klinaklini, Atnarko, and Homathko Rivers. Black Bear live throughout the Chilcotin at mid and lower elevations. Some cougar populations are found in the study area. They live in those lower snowfall areas which are associated with high deer populations. Wolf populations are healthy because of the extent of wildness remaining in the area. They often congregate in areas associated with moose populations, especially out on the Chilcotin Plateau and the Klinaklini Valley.

Other notable mammal species found in significant numbers throughout the Chilcotin include: coyote, wolverine, beaver, mink, fisher, marten, river otter, ermine, and lynx. Key raptors include golden eagle, ruffed legged hawk (in alpine sites), bald eagle (especially near salmon streams), red tail hawk and kestrel (in open, lower elevation sites). Grouse species are common throughout and include sharptail (in grassland areas), spruce, blue and ruffed (in forests), as well as white-tailed ptarmigan (in the alpine).

The marshes and small lakes of the Plateau portion of the forest district area are particularly important for waterfowl. The most notable and rare species are white pelicans and trumpeter swans. Trumpeter swans were long associated with the wintering site at Turner Lake, just west of the study area in Tweedsmuir Park, but now they are becoming more common during migration in wetland areas to the east within the study area.

4.2.2 Critical Winter Range Habitat

The harsh winter climate is the crucial limiting factor that determines wildlife survival rates and distribution. Therefore, despite the size of the Chilcotin forest district area, the need to protect and properly manage the geographically focused winter range habitat is essential if healthy wildlife populations are to be maintained throughout the region over the long term. While portions of these winter ranges may not be used every season, they are critical to wildlife survival rates in those years when a particularly cold, deep snow season occurs. These winter ranges, (which usually occur in valley systems), then serve as havens, places where there is sufficient food and cover during harsh winters to avoid population decline below species survival thresholds. The retention of these critical lands in their intact state over the long term is the most pivotal factor in species survival, particularly for ungulates such as caribou, mule deer, moose, bighorn sheep, and goat. This issue of winter range preservation is also a key determinant for predators that thrive in direct proportion to prey populations.

The higher elevation of the northern and western slopes of the study area on the Chilcotin Plateau creates a harsher winter climate. Here, the main river valleys, particularly the Chilanko, Chilcotin, Nemaiah, Tatla, Homathko, Klinaklini, Atnarko, Hotnarko, Chilko and the Dean, provide essential winter ranges used by deer, moose and caribou.

Other key winter range sites include the eastern slopes of the Potato Mountains, Tsuniah Lake area, the Taseko River, Chilko river valley, the eastern slopes of the coast mountains and the area south of the Itchas Mountains.

4.2.3 Tourism Impact on Wildlife Habitat

Habitat change can subsequently affect wildlife and together with other tourism effects such as disturbance and damage, may set in motion a series of impacts to a particular animal population or group of animals dependent on a specific ecosystem or biogeoclimatic subzone. This possible chain of impacts is illustrated in Figure 4 below:

Figure 4: Potential Impacts of Tourism on Wildlife
(From Wall and Wright, 1977 in Pearce page 240, 1989)

5. History of Land Use Planning

Because the natural environment with a specific combination of characteristics is necessary for the delivery of sustainable ecotourism products, there is need to ensure a suitable land and water resource base is available. Government agencies are responsible for allocating resources, allotting access, managing the natural environment, setting resource use objectives, providing guidelines and standards for users and setting behavioral objectives.

This area has long been recognized for it's unique biophysical characteristics. It has a long established history of use by aboriginal peoples, guide outfitters, ecotourism operators and public. These various users have coexisted harmoniously for decades and over generations. That historical harmonious coexistence could now be jeopardized, given the rapidly increasing demand for wilderness experience tourism and plans for resource extraction within the SRDZs in the future.

The tourism operators and residents using the area for outdoor recreation purposes have been working for many years to ensure the conservation values and tourism opportunities are respected and that the land and water base on which they are dependent is worth preserving. In order to protect the resources that support sustainable wilderness/ecotourism in the district, certain parameters, as set out in each of these plans must be applied.

Over the years, there have been a significant number of land use planning initiatives that have involved general and specific directions to preserve the land base on which wilderness/ecotourism is dependent. These are summarized as follows.

5.1 The Anahim Round Table Resource Management Plan

The Anahim Round Table (ART) Resource Management Plan reached consensus agreement in January 1994. Established in July 1992 as a pilot project by the Commission on Resources and the Environment ART was an attempt at to test a shared decision making approach to resolving resource management conflicts at a local level. The table included representatives from government agencies, First Nations representatives, community associations, recreation associations and those with an economic interest in the land base. This plan set resource management guidelines and made recommendations that provided direction to operational planning within the ART planning area. Many aspects of the multi-interest agreement set the stage for direct involvement of tourism in future land use planning endeavours.

5.2 Cariboo-Chilcotin Land Use Plan (CCLUP) & Implementation Report

This government land use plan, which was released in October 1994, established resource management zones and protected areas. Following the CCLUP, a 90 Day Cariboo-Chilcotin Land Use Plan: Implementation Process Final Report document was released in February 1995. This report provided targets for various resource interests in the resource management zones. On January 31, 1996, the CCLUP was declared a higher level plan under the Forest Practices Code Act.

5.3 Cariboo-Chilcotin Land Use Plan Integration Report

The CCLUP Integration Report is a follow-up interpretation of the Implementation Plan, was carried out jointly by a Ministry of Forests and Ministry of Environment team that worked with the Regional Resource Board and reported to the IAMC. The latest draft of the CCLUP

Integration Report was adopted in March 1998. As part of the integration process, various teams produced background reports as stand-alone documents dealing with subjects such as caribou, mule deer and visual management of interest to those involved with tourism.

5.4 Anahim Round Table Sub-Regional Plan (SRP)

Recently adopted (2001), the goal of the ART SRP was to provide a mechanism by which the targets of the CCLUP could be achieved, and to provide statutory decision makers and operational planners with information and guidance for future resource decision making. This is achieved by 1) coordinating the strategies and targets set out in the CCLUP and the Forest Practices Code of BC; 2) gathering and considering input from the Round Table, public and stakeholders regarding local land use values and 3) maximizing overlaps among values including tourism as much as possible to reduce the impact of the plan access to resources. The SRP stays within regional CCLUP zonal targets but rearranges land use designations to better conform to sub-regional ART stakeholder consensus. The SRP does not address how much timber volume is available for harvest under the allowable annual cut determination made by the Chief Forester.

5.5 Chilcotin Sub-Regional Plan

Chilcotin Sub-regional Plan, which covers the remainder of the Chilcotin Forest District not covered by the ART SRP, has recently convened and is in initial stages of plan preparation.

5.6 Implementing Special Management Zones: Final Report Of The SMZ Working Group

Implementing Special Management Zones: Final Report of the SMZ Working Group was published in January 2001. This document is the outcome of the 1998 government established working group with a mandate to make recommendations on ways to improve the implementation of SMZ objectives. Although the CCLUP identified Special Resource Development Zones, they are considered to have the same intent as SMZs. SMZs are areas where the general expectation is that resource development activities will be managed to minimize the risk of undesirable impacts on the important and sensitive resource attributes that have been identified for each user including tourism. The label SMZ

> may be perceived by some as an impediment to resource development. The SMZ label, however can be seen as a strong positive incentive that challenges agencies and stakeholders to provide the best stewardship possible for the resource values found within an area. SMZs "spotlight" certain areas in ways that can encourage voluntary innovative approaches that advance resource stewardship practices and provide the feedback and learning needed for adaptive management (LUCO, SMZ website, February 19, 2001).

The Working Group suggests that SMZ field projects (some have already or are currently taking place) should be continued and expanded.

> Some examples of suitable subject areas that were identified for field projects, based on an investigation of SMZ economic development activities and opportunities, include partial harvesting, cluster harvesting, resource guidelines, access and spatial modelling.

The Working Group goes on to propose:

> building and strengthening partnerships between 1) industry, through FRBC and other mechanisms, to further promote innovative operational field projects in SMZs; 2) conservation, recreation and tourism organizations to explore effective ways to reconcile

sometimes competing interests in tourism development, motorized and non-motorized recreation and wildlife protection in backcountry-oriented SMZs; 3) local government who may be interested in profiling tourism and recreation values associated with SMZs as part of their efforts towards rural economic diversification; 4) First Nations to get them more involved in SMZ implementation, where they have the interest and the capacity to do so; 5) the federal government to get them more involved in making approved plans a success and 6) provincial resource agencies so that they work more closely together to corporately resolve SMZ implementation issues of mutual concern. (LUCO, SMZ website, February 19, 2001).

6. Other Resource Users

> The nature of the industry sometimes places it in conflict with other resource industries such as forestry, with concern being expressed about deterioration of the backcountry and scenic values which are a regional advantage and a primary attraction for visitors considering a trip to the region. (CCLUP Land Use Plan pg. 39, 1994)

Resource use in the Chilcotin, as elsewhere in B.C., may be characterized as being composed of two segments:

- Commercial Users, those who derive direct economic benefit from use of land and resources;
- Public and Community Users, those who derive indirect or non-economic benefits.

Obviously there is significant overlap between these segments. Not surprisingly, most local residents, who derive community benefits such as attractive visual landscapes and exceptional recreational opportunities from Chilcotin land and resources, are also employed and generate economic wealth through commercial use. First Nations, with legislated rights to access certain resources, and as-yet-to-be-determined roles in resource and development planning, are listed under both categories. This characterization is helpful to assist in analyzing conflict among user groups, and will be considered in Section 12.0 below.

Consultation with Chilcotin operators and community groups identified the following resource users:

Historical	Current	Future
First Nations Trapping Ranching Wilderness Tourism (Guiding) Transportation Mining Exploration Small-scale logging	First Nations Ranching Wilderness Based Tourism Transportation Mining Industrial Logging	First Nations Wilderness, Eco, & Cultural Tourism Ranching Transportation Mining Eco-Forestry

Chilcotin Resource Users	Public and Communities
Commercial	
▪ First Nations ▪ Tourism ▪ Ranching ▪ Mining ▪ Transportation	▪ Recreation ▪ Chilcotin Communities ▪ First Nations

▪ Trapping ▪ Forestry	

7. Market and General Trends in Tourism

British Columbia's tourism industry is expected to grow steadily over the next three years. There are also changes in the type of travel experiences being sought, with an increasing demand for specialty tours that cater to interests such as outdoor adventure, culture, education and wellness. Indeed, recent research would indicate that wilderness/ecotourism including eco-education, cultural and adventure travel is now the fastest growing segment of the tourism industry.

7.1 Market

7.1.1 Market Characteristics of Wilderness/Ecotourists and General Tourists

Traditionally, ecotourism was considered to be in demand by a niche market that was characterized by travellers that had higher incomes, were well educated and well travelled. It is now becoming a popular theory that ecotourism is moving from being a niche travel experience to more of a mainstream travel choice (HLA/ARA, 1994).

WHO ARE THE MARKETS?	WHAT ARE THEY SEEKING?
Experienced Ecotourism Traveller	**Experienced Ecotourism Traveller**
▪ Most between 25 and 54 years of age ▪ Primarily couples (1/4 are families) ▪ Very high education levels ▪ Prefer summer travel with some interest in winter experience ▪ 45% willing to spend over $1500 per person on ecotourism vacation ▪ 50% belong to nature related clubs/organizations ▪ 72% read nature-related magazines	▪ Scenery/nature (45%) ▪ Casual walking and hiking/trekking rated highest as activities ▪ Greater interest in nature-related and active pursuits ▪ Multiple activities ▪ Midrange accommodation (no clear preference for type)
General Consumer Interested in Ecotourism Vacations	**General Consumer Interested in Ecotourism Vacations**
▪ All age groups but 25 to 54 year group dominant ▪ Primarily couples (1/3 are families) ▪ Generally well educated	▪ Scenery/nature (45%) ▪ Casual walking and hiking/trekking rated highest as activities ▪ Multiple activities ▪ Mid-range accommodation (hotels/motels

▪ Prefer summer travel ▪ 38% willing to spend over $1500 per person ▪ 11% belong to nature-related clubs/organizations ▪ 61% read nature related magazines	preferred)

According to the HLA/ARA study (1994), important elements of a trip for experienced ecotourists included these top three responses (1) wilderness setting, (2) wildlife viewing, (3) hiking/trekking. Motivations for taking their next trip were (1) enjoy scenery/nature and (2) new experiences/places.

The top four activities being sought by general consumers in this same survey were respectively casual walking, wildlife viewing, learning about cultures and hiking/trekking. The experienced ecotourist has rated wildlife viewing, hiking/trekking, rafting/canoeing/kayaking on river or lake and casual walking as their most important activities (HLA/ARA, page 3-6, 1994).

The important elements of a trip and the motivation for the next trip clearly link the tourism product to the land and water base. With reasons for travel by experienced ecotourists and the general travel consumer rating both wilderness setting and enjoying the scenery/nature as the most important element, it is hard to separate the fact that if the land and water base (wilderness/scenery quality) is degraded, then the main focus for travel has been compromised. This also suggests that environmental concerns are not limited only to ecotourists but also to the more general or mass tourist.

Generally, the above characteristics of current and potential ecotourists suggest that ecotourism is spreading to the mainstream market. There is general agreement in literature that ecotourism markets are among the fastest growing in tourism (Wight, 1996b).

7.1.2 The Older Traveler

A major influence is the maturing baby boomer generation. With an increase in disposable income and leisure time, travel has become a priority for this segment of the population. The overall aging of the population in developed countries is an important trend in the demand for ecotourism. Studies by HLA/ARA and the Randolph Group (both 1994) show that the older traveller is an increasing market. This nature travel market is large and the associated tourism market may be underdeveloped. To support the idea that the aging population might be an increasing potential market, a 1994 study by the Randolph Group indicates that with adults over the age of 65 in Canada, the top three travel interests include history and culture (85%), environment (82%) and outdoors (70%). US travellers in the same age group had very similar interests. Accommodating this market should be a key consideration for the Chilcotin tourism operator.

7.1.3 The Foreign Traveler

Foreign travellers show a clear environmental interest and motivation to travel in Canada. Germans say that outstanding scenery is their number one factor in their decision making. Japanese indicate that nature and environment are their main reasons for visiting Canada. Older people in France and Britain suggested that Canada was one of their top travel destinations because of our national parks, outstanding scenery and interesting wildlife.

Fillion (1994) as summarized by the Ecotourism Society Statistical Fact Sheet, uses general tourism statistics to extrapolate the ecotourism market, suggests that 40-60% of all international tourists are nature tourists and that 20-40% are wildlife related tourists supporting the expectation of a strong demand for Chilcotin wilderness tourism destinations.

7.1.4 Four Season Products

Wight (1995) also suggests that there seems to be enough interest among ecotourists to justify four-season products. Ecotourists were more prepared to travel during the winter and in the shoulder seasons than general tourists. More than 25% of ecotourists suggest that April through October is their preferred months for travel. The increase in demand from the aging population (particularly the baby boomers) as they retire and have a wider opportunity to travel during the off season is also likely a reason to start expanding product offerings to non-traditional months of the year.

These points would indicate that there is an opportunity for operators to expand well into the shoulder seasons and possibly further into the winter.

7.2 General Trends

7.2.1 Travel Forecast Trends

Tourism market trends identified in the document Travel Forecast 2000: Twenty-One Questions for the 21st Century prepared for the Canadian Tourism Research Institute include the following:

- adventure tourism will grow in importance
- tourists will seek "learning" travel experiences
- aboriginal and cultural tourism will grow
- off-season and winter travel will grow
- tourism where contact is made with local people & cuisine
- animal watching and nature photography
- educational study tours
- cultural tourism and ecotourism will grow
- sustainable tourism will take more importance as will environmental protection
- there will be greater emphasis on infrastructure development
- the economic benefits of tourism will be better appreciated

To expand on the above list, tour operators believe that the summer travel season will continue to be the most important in the next century however, winter and off-season travel are expected to show growth if the right products are offered. It is thought that with the increase in demand by the aging (retiring) population growth in the winter and off seasons should continue. This is important trend information for Chilcotin tourism operations to consider in their business management and opportunities assessment.

7.2.2 Wilderness/Ecotourism

Ecotourism is in the growth stages with use levels being low but growing rapidly. Increasing participation, more market supply, more private development of infrastructure and a higher media profile are expected (Eagles,1995).

The distinguishing attributes that separate ecotourism from other types of travel include uncrowded, remote/wilderness, learning about wildlife/nature, learning about natives/culture, community benefits, viewing plants and animals and physical challenge (Wight, 1996b). Ecotourists environmental philosophy is well developed and is a guide to their travel actions (decisions and choices). These individuals have high levels of environmental conscience and believe that nature must be protected and celebrated within a natural context. Ecotourism provides economic and social incentives that further the cause of environmental protection (Valentine, 1993).

Sustainable tourism based on natural environments is a substantial economic activity throughout the world and ecotourism is a moderate but growing part of the tourist market.

A major study on ecotourism in BC and Alberta by HLA and ARA Consulting groups titled Ecotourism-Nature/Adventure/Culture: Alberta and British Columbia Market Demand Assessment,1994 surveyed residents in seven cities (Chicago, Dallas, Los Angeles, San Francisco, Seattle, Toronto and Winnipeg) and showed a market potential for ecotourism of over 13 million people. The same study suggested that those surveyed wanted a high quality natural setting to partake in a variety of activities. These studies indicate a greater demand and economic benefit to existing Chilcotin wilderness tourism infrastructures.

7.2.3 Learning Vacations

There is a trend among travellers to seek out vacations that somehow enrich their lives. Studies indicate that the new tourist is looking for travel that will add to their life experiences, where they can learn about the destination they are visiting and it is for this reason that learning types of vacations are thought to be in demand. Learning travel includes aboriginal tourism, cultural and heritage tourism and adventure travel. Specific examples of this type of travel include hiking tours with experts in the local flora and fauna, ecosystem/species inter-relationship field lectures and other educational study type tours.

7.2.4 Soft Adventure Travel

A general increase in soft adventure travel has been identified. This is travel that is more active than previously popular, more sedentary travel and often includes biking, hiking and rafting experienced in a natural setting. This increase in soft adventure is also thought to be associated with the aging population. As the boomers age, they still wish to remain active but in a less strenuous way.

7.2.5 Aboriginal/Cultural Travel

Another of the identified tourism growth areas is the aboriginal tourism product which involves tourism attractions, events and programs. Because of the increase in learning oriented travel, aboriginal communities will be able to develop and expand existing cultural and heritage products from an aboriginal perspective. This type of product might include everything from traditional use experiences to aboriginal cooking styles.

7.2.6 Business and Pleasure Trips

A trend identified by the Canadian Tourism Research Institute is the combination business trip and pleasure trip. Such products as company retreats at wilderness lodges, corporate morale building fishing vacations etc. are all opportunities to tap this type of travel demand.

7.2.7 Appropriate Packaging

According to US and Canadian tour operators those operators that will do well in the coming years will be those that use technology for marketing purposes, develop innovative marketing programs, train staff and develop a keen understanding of who their customers are and what appropriate products they are going to offer. Paying attention to ensuring different price categories, levels of accommodation and a variety of specific packages are also important. (Note: The Chilcotin is currently hampered by its lack of telecommunications infrastructure to access "high-speed Internet" services. The access to high-speed broadband infrastructure would provide a foundation for tourism businesses to access broader markets as indicated in this analysis.)

7.3 Recommendations Arising From Market Trends

The above trend information suggests the following business management and government policy strategies as appropriate for tourism operators in the West Chilcotin:

- With recent growth in demand for ecotourism and predicted significant increases over the next few years, as well as the move from niche to mainstream, ecotourism in the study area will need land base/area to grow and expand.
- The Chilcotin already has many of the most important factors identified by tourists that influence their choice of destination (now and in the future), their preference of activity or product and their overall experience. These include history, culture, aboriginal, naturalness, wilderness setting, wildlife viewing, hiking/trekking, and new experiences. The Chilcotin has the advantage that the combination of what it currently offers (physical landscape, climate, flora and fauna, Chilcotin culture, Aboriginal culture and unique wilderness tourism experiences) and the ability now/potential to expand its tourism products to meet the requirements of these new trends is entirely possible.
- The challenge is to meet this demand for environmental, educational, cultural and economically sustainable tourism products. With much of what is expected by and forecast as desirable to tourists already existing in the study area, building upon the natural wilderness land base and the existing tourism businesses while ensuring that the important natural setting is maintained is an obvious direction to pursue.
- With First Nations cultures looking to expand their economic base into the tourism business in the Chilcotin, along with the market demand for cultural/Aboriginal travel combined with the fact that little of this kind of tourism product is currently offered in the area, makes First Nations cultural tourism experience a clear focus for new product development.
- Accessibility for the aging population might be an issue for the remote setting of many of the wilderness products offered in the Chilcotin. Future tourism product planning and packaging should take into account this increasing segment of the ecotourist population.
- Marketing of shoulder season tours and products to the increasing retired population that has more time to travel than working tourists would be an appropriate approach.

7.4 Strategic Priorities

The Canadian Tourism Commission published Adventure Travel and Ecotourism: The Challenge Ahead in 1997 as an attempt to identify what stakeholders can do to build on the strong foundation

that Canada already has for the adventure/ecotourism industry. British Columbia specific strategic priorities were identified and can be extrapolated down to the local level of the Chilcotin. Many of the priority strategies below relate to survey responses by Chilcotin tourism operators and organizations discussed in Section 10.2 below.

The report indicates that BC (and areas within BC, like the Chilcotin) has well developed internationally competitive adventure travel/ecotourism products and packages. Where the report suggests BC would benefit would be to "focus on improving resource protection/sustainability and penetrating key markets."

STRATEGIC THRUST	HIGHEST PRIORITY STRATEGIES
Product Development	▪ Diversify off-season products ▪ Upgrade product quality ▪ Coordinate regulatory 'one-stop shopping'
Packaging	▪ Establish a program to link tour operators and external partners ▪ Provide 'how to' expertise
Resource Protection/Sustainability	▪ Coordinate resource access ▪ Implement environmentally sensitive and sustainable field practices ▪ Improve coordination and establish resource management advocacy ▪ Coordinate natural/cultural resources and land use management
Business Development/Management	▪ Make management training accessible ▪ Establish risk management and appropriate insurance
Marketing/Promotion	▪ Raise market awareness in the US ▪ Broker cooperative marketing /promotion initiatives
Training/Human Resources	▪ Facilitate the development of training programs and resources ▪ Develop training standards and certification protocols ▪ Facilitate access to opportunities
Industry Organization	▪ Develop organization support ▪ Enhance provincial level organization

(From Canadian Tourism Commission, Annex C, 1997)

8. Tourism Economics

8.1 West Chilcotin Tourism Economics

8.1.1 Tourism in the Provincial Context

Tourism is among the leading economic activity sectors in BC, and one of the key employers. The eco and adventure sectors of tourism, which offer products based on the kinds of scenic natural settings and abundant fish and wildlife resources that support most of the tourism in the Chilcotin, are seen as among the fastest-growing sectors in the industry. Tourism activities based on culture are another identified sector with high growth potential, particularly those tied to First Nations culture.

The following excerpt from the Ministry of Small Business, Tourism and Culture's website indicates the latest available figures on the economic value of the industry provincially. It also points out some of the specific areas where the Ministry sees opportunity for growth.

- Tourism has long been - and continues to be - one of the great economic success stories in British Columbia, combining spectacular destinations with superb marketing programs.
- Tourism revenues in B.C. reached a new high of $9.2 billion in 1999, up 4.9 percent over 1998. The province also enjoyed a record 22.3 million visitors. Revenues are expected to surpass the $9.4-billion mark this year.
- Almost 113,000 people are directly employed in this sector in the province, not including self-employed workers, many of whom work in outdoor recreation and ecotourism.
- The BC government established Tourism BC as a crown corporation enabling industry partners to market British Columbia as one of the world's best tourist destinations.
- B.C.'s world-renowned ski industry is an economic engine that attracts tourism, an underlying strength of our economy.
- More than $2 billion has been invested to date in B.C. ski resorts. The 60 ski areas throughout the province employ more than 8,500 people.
- The province is supporting the Vancouver/Whistler's bid to host the 2010 Olympic Winter Games. If successful, it is estimated that economic activity in the years preceding the Olympic Games, and during, will create more than 25,000 person years of employment and $250 million in tax revenues.
- Adventure tourism constitutes a major growth sector of the tourism industry; outpacing every other sector of the Canadian economy.
- Another area with great potential is aboriginal tourism. Last year, Tourism British Columbia signed an accord with the Aboriginal Tourism Association of British Columbia to help develop and promote aboriginal tourism products and services.
- And the ministry has created the Visions program for first nations youth that opens doors to aboriginal tourism potential. (From BC MSTC website, March 2001).

8.1.2 Economic Impact of Tourism-Measurement Issues

Determining the economic impact of tourism is not as straight-forward as such a calculation might be in other sectors. There is no central 'registry' for tourism businesses, although operators report to several levels of government. In some cases where information does exist, it is not available for reasons of protecting the proprietary interests of competitive businesses. A recent Ministry of Small Business, Tourism and Culture inventory (MSBTC, 2000) of tourism businesses in the Chilcotin Forest District identified 102 operators, but does not provide data on the earnings of tourism operators. The reluctance of tourism operators to release exact financial data is a key reason why little such information is available.

Gross primary revenues are only one part of the economic impact of tourism. Significant major expenditures are most likely to occur in the client's home market, rather than at the Chilcotin destination. These non-Chilcotin expenditures for clothing, activity gear, boats, RVs and vehicles are not captured in the available data. Travel and other costs involved in getting to the destination are similarly not captured by the estimate provided here. One part of this project looked at secondary impacts in terms of expenditures for goods and services purchased by tourism business operators, those findings are not presented here because the sample size was too small for analysis.

8.1.3 Study Findings ($37.5 - 42.5 Million Dollars Annually)

Overall, the estimated primary revenues from the Chilcotin wilderness tourism operations exceed $35 to $40 million dollars annually, with an additional spin-off revenue from the airline sector of $2.25 million dollars for a baseline of $37.5 to $42.5 million dollars annually.

Further, this study did not have the resources to assess the spin-offs and multiplier effects of the wilderness tourism industry aside from the aircraft flight dollars quoted above. The study team feels very strongly that such analysis should be carried out to fully determine the contribution wilderness tourism makes to the West Chilcotin economy.

Finally, the assumed occupancy rates of 65% summer and 5% winter clearly show that there is much room for growth using existing infrastructure.

The study team believes that these are cautious conclusions, as examination of the methodology below will demonstrate.

8.1.4 Methodology

There are approximately 102 operators providing wilderness tourism products in the West Chilcotin. Through a combination of direct survey responses, review of advertising and other published sources, and local and expert knowledge this study assembled sufficient information to determine values for the capacity and daily rates charged by 53 (52% of total) of those tourism operators. This information, in combination with estimates of occupancy rates provided by a recent local study, permit estimation of the annual gross primary revenue. The study team believes that this study uses the best available information which has applied straight- forward analysis techniques. The combination of a high sample rate and diversity of operators surveyed provides a high measure of confidence in the analysis.

The following table shows the total number of visitor units available for those 53 operators surveyed (1538) and the daily and package rates. The mean, median, low and high are shown for comparative purposes.

Operators	Capacity	Daily Rate	Package Daily Rate
Number	1538	32	21
Mean	29	$72	$319
Median	22	$58	$258
Low	2	$26	$70
High	130	$250	$800

These figures accentuate the benefit to the tourism operator of providing a full suite of services, as the package rate mean of $319 is more than four times higher than the per-diem for basic services. Median values are included to point out that while some operators are getting fees at the top of the scale, a large proportion serve more modest markets.

A May 2000, report (prepared for the Chilko Resorts and Communities Association) provides the best available indicators of occupancy rates in the Chilcotin. Occupancy rates will indicate what proportion of the available capacity of the entire sector is in use. The data values have been translated into the following multipliers:

Season	Percent of Capacity in Use (Occupancy Rate)
Summer	**65**
Fall	**25**
Spring	**10**
Winter	**5**

This pattern of intensive summer use is typical in British Columbia, and points to opportunities to improve returns with existing infrastructure by improving occupancy during off-peak seasons.

The formula for rolling up the available information into an estimate for total revenues by the tourism sector is each operator's rates times the operator's capacity times the proportion of capacity in use for each season. Seasons were defined as 90 day periods. The formula used for each operator is thus:

GR = (**C*****R***0.65*90) + (**C*****R***0.25*90) + (**C*****R***0.1*90) + (**C*****R***0.05*90)

Where **GR** is the operator's Gross Revenue

C is the operator's Capacity in guest-units

R is the operator's blended per-guest charge

Chilcotin Tourism Estimated Gross Revenues	
Annual Gross Revenue	**$23,247,901**
Number Operators	**53**
Mean Gross (Average)	**$438,640**
Median Gross (Typical)	**$167,265**
Low	**$6,615**
High	**$2,438,100**

The wide range of firm's annual revenues, between about $6,615 and $2.4 million, reflects the diversity of the tourism sector, which includes modest B&Bs to luxurious remote lodges. The difference between mean and median revenues points to a high proportion of tourism operators at the more modest end.

The sample of 53 operators represents 52% of the total number of operators. The natural inclination would be to double the revenues generated and claim that the economic component for this sector in the West Chilcotin would be $46 million. While this may, in fact be true, the study team chose a more conservative estimation and suggests that the revenue generated is at least $35 to $40 million in the region.

8.1.5 Estimates Of Air Service Revenues

The research showed that an estimated spin-off created by the wilderness tourism industry is approximately $2.25 million dollars. The following are the estimated airline component of the product packages.

Rafting Operations: A product specific package for rafting clients averaging 275 visitors per season at a cost of $180/flight ($49,500 season).

Lodge Charters: Charter flights to lodges estimate based on average 100 flights per season x 26 package operations equaling $910,000.

Flightseeing/Transport:: Approximately 2500 trips a season at $130/trip for a total of $325,000 is an estimate of the revenue generated by the local Chilcotin air charter industry. This is a very conservative estimate based on Anahim/Nimpo information and doesn't not include other flightseeing and transport taking place across the study area.

Commercial Schedule Flights:

Summer: Estimating Pacific Coastal Airlines summer season at 2 trips/day x an average of 34 passengers/day x 140 days means 4760 passengers.

Winter: estimating the winter season with 1 trip/day x 8 passengers x 224 days would be 1792 passengers.

Estimated passengers totaled at 6552 (4760 + 1792) x $350 per return trip equals $2,293,200 revenue generated annually. The estimate of 50% generated by wilderness tourism would be $2,293,000/2 = $1,146.000.00.

The estimate of 50% tourism generated use for the commercial schedule flights is a very conservative estimate. It should be noted that the reason Wilderness Airlines (since purchased by Pacific Coastal) was formed in the first place was to service the wilderness tourism sector in the West Chilcotin.

It was reported that two helicopter charters operated locally but estimates weren't available.

Total revenues: $2,430,500.00.

8.2 Existing Tourism Use

The following is a general summary of the tourism operator business survey carried out as part of this study. The pie charts that follow visually depict some of the important characteristics of existing tourism business enterprises. See Appendix 7 at the back of this report for further reference to existing facilities and tourism use areas.

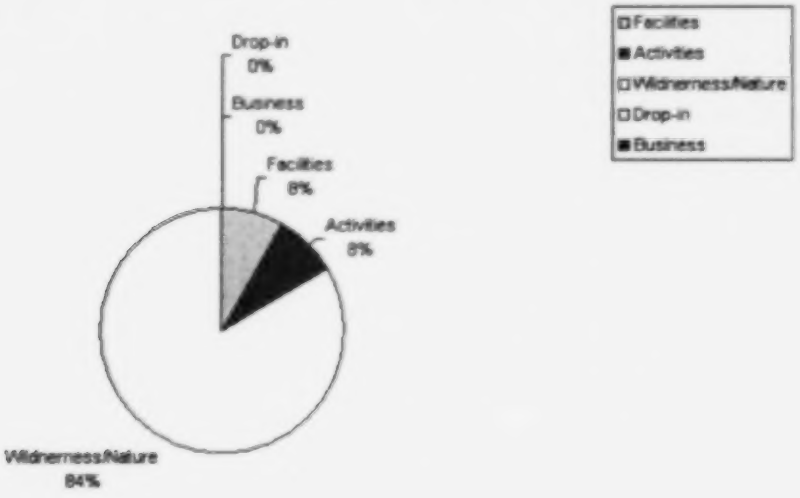
One theory of traveller environmental attitude prevalent in literature is that of the wilderness traveller. This type of traveller wants to experience and learn about wild natural environments (a nature devoid of other humans with minimum development influences) with the main objective being to study, admire and enjoy the scenery, wild animals, native plants and existing cultural features or peoples. This desire for a wilderness/nature trip was identified by the West Chilcotin tourism operators survey as the primary reason (84%) for their clients' visit to the area. Eight percent visited for the facilities and 8% for the activities offered. Accommodation services offered by local tourism businesses were cabin rentals (69%), lodge/resort (23%) and backcountry camps (8%).

Operators surveyed identified trail riding, hiking tours and guided hunting as their primary type of activity service with photo tours, cultural activities and guided fishing rounding out the list of activities. It is interesting to note that the Ministry of Fisheries reported in March 2000 that a "total of 19,679 anglers who fished in the region stayed in fishing resorts or lodges. This represented close to 30% of the BC total in 1995".

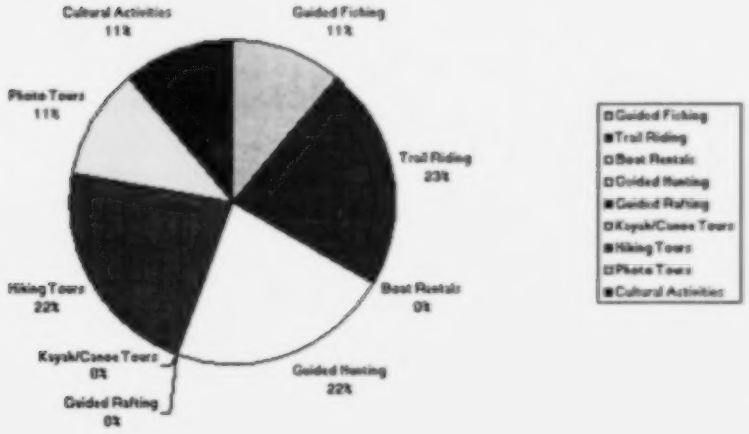
The peak season for tourism operators in the Chilcotin area are the summer months from June to September. Forty-five percent of the operators interviewed are booked 75% or more during the peak season. Approximately 55% of the operators are booked less than 75% with 5% of these being under 50% booked during the peak summer months.

Operators surveyed identified the US as their top client place of origin at 55%, followed by Europe with 27%, then Canada and BC (9% each). Travel to and from the area was by air (with 50% each travelling scheduled and chartered) and by car (with 71% using a private vehicle and 29% using a rental car).

Primary Reason for Client Visits

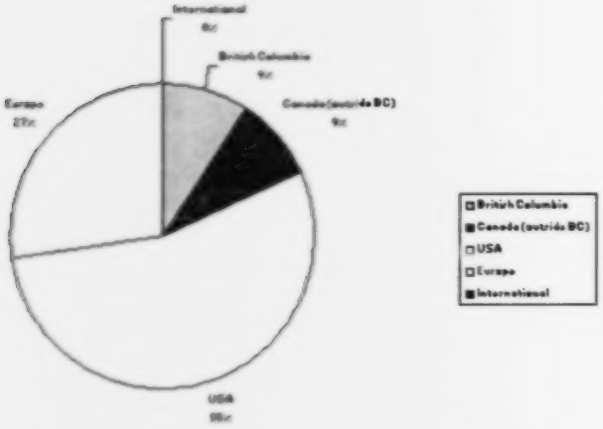


Primary Type of Business: Activity Services



Percentage of Facility Booked During Peak Season

Client Place of Origin



9. Biogeoclimatic Subzone Framework

The combinations of natural characteristics, including bedrock geology, surficial geology, climate, soils and vegetation which make up the biogeoclimatic classification framework provide a useful tool when considering land and water use opportunities and potential integrated management activities. Wilderness tourism depends on combinations of natural features for the various products it chooses as economic opportunity arises and therefore can relate in a general sense to the biogeoclimatic framework commonly used in provincial resource use planning and land management.

9.1 Chilcotin Wilderness Tourism Study Area Ecosystem Synthesis and Biogeoclimatic Interpretation for Tourism Products

The biogeoclimatic classification system separates the landscape into mappable entities that are similar in physical, biological and climatic characteristics (See map in Appendix 8). Of particular significance to tourism is the diversity of vegetation/landform/soils combinations including alpine and sub-alpine landscapes, wetlands, deciduous riparian lands, spruce, pine and Douglas fir forests and grassland/mixed forest landscapes.

Biogeoclimatic subzones form an important part of the tourism product capability models. Both vegetation and climatic characteristics are taken into consideration in rating each biogeoclimatic subzone for its capability to support any particular tourism product.

Figure 9: Biogeoclimatic Subzone & Selected Wilderness Tourism Products
(indicates the ratings for each subzone for each selected wilderness tourism activity, excluding water based activities)

BIOGEO-CLIMATIC* SUBZONE	WILDERNESS TOURISM PRODUCTS							
	Hiking/ Backpacking	Nature Viewing/ Photography	Flight Seeing/ Air Tours	Trail Riding	Remote Access Lodge**	Guided Hunting	Backcountry Skiing	Snowmobiling
IDFdw	H	M	L	H	L	M	L	L
SBPSxc	M	M	M	M	M	M	L	L
MSxv	L	L	L	L	U	L	M	M
MSdc2	L	L	L	L	U	L	M	M
CWHdsl	L	L	L	L	U	L	M	L

ESSFxvl	H	L	H	H	H	H	M	M
ESSFxvpl	H	H	H	H	H	H	H	H
AT	VH	VH	VH	VH	L-H	M-H	H	H
* See biogeoclimatic description in Section 3.0 of this report						** Very site location dependent		
U = Unsuitable, L = Low, M = Moderate, H = High, VH = Very High								

The following were considered desirable climatic and vegetation characteristics for each product grouping. Scenery, resulting from diversity of vegetation characteristics, was considered an overriding attribute for all products.

Lake and River Fishing/Canoeing and Kayaking

- waterbodies
- potential for catching fish
- relatively high summer temperatures (especially for alpine lakes)
- lower incidence of summer precipitation
- potential for viewing wildlife

Hiking/Backpacking/Mountaineering/Heli-Hiking/ Nature Viewing/Photography/Trail Riding

- open terrain (providing good views)
- potential for encountering floral displays
- potential for viewing wildlife
- high summer temperatures
- lower incidence of summer precipitation
- potential for viewing natural scenic landscapes

Backcountry Skiing/Snowmobiling

- large amount of snow (depth and persistence)
- dry rather than wet snow
- open terrain (minimal tall, dense vegetation)
- lower incidence of cold weather or overcast or storm days

10. Potential Opportunities for Tourism Products

As demonstrated in this report, the Chilcotin area has quite a history of wilderness recreation and tourism use, and indeed has further wilderness tourism development potential. While acknowledging this potential for wilderness tourism expansion, the study team for this report felt that the standard MSBTC tourism opportunity approach (detailed opportunity identification and recommended site location) was inappropriate in the Chilcotin area at this time for a number of reasons. First, as noted elsewhere in this report, many current tourism operators in the Chilcotin are concerned about the economic security of their operations and the impacts of other land uses. As a result, there is considerable concern in the area about maintaining the economic viability of the existing tourism industry before encouraging further expansion. Second, there are currently several other planning processes underway (Sub-regional planning, Caribou Strategy) that could affect the appropriateness of site location for some tourism activities. Third, the study team felt that some of the tourism expansion opportunities noted below could occur in most of the SRDZs areas but that individual site locations are best determined by proponents in co-operation with local residents and existing operators. Finally, the study team felt strongly that more detailed opportunity identification and land suitability analysis should only be undertaken as part of a larger long-range tourism development plan.

Most of the tourism products described below are already being offered to some extent in the wilderness tourism study area. Some have historically been offered and marketed and are well established with a reputation and repeat clients. Other products are currently offered on a more limited basis. All of the following products are being offered using the existing infrastructure. Potential exists to increase these tourism opportunities and deliver an expanded range of products through better use of this existing infrastructure. Because of the long sightlines available from the air and mountain tops, where most of the existing tourism industry operates, future forest harvesting could offset these opportunities by dramatically reducing the quality and, therefore, potential for expansion of the trail-riding/hiking/air flight and sight-seeing tour experiences. Potential general locations for these products are cross-referenced in Figure 9 and the Biogeoclimatic map in Appendix 8 as well as Table 10.1 and the Tourism Opportunity Strategy map in Appendix 9.

10.1 Tourism Products

10.1.1 Wilderness Lake and River Fishing

The bounty of lakes and streams in the Chilcotin forest district area provides very high opportunity for angling. The native rainbow trout present in many of the lakes and waterways is a sought after commodity by today's fly-fisher. The fishing experience is greatly enhanced by the unaltered scenic landscapes, wildlife viewing and other tourism opportunities. Fishing lakes are located at various elevations and in diverse biogeoclimatic subzones, which adds to the overall wilderness fishing experience. Fly-in access is often a major component of the remote wilderness fishing experience.

10.1.2 Wilderness Canoeing and Kayaking

The abundance of lakes and other waterways provide opportunity for canoeing and kayaking. Some opportunity exists to expand these tourism products to presently unused lakes that are accessible

either by floatplane or by trail connections that could be developed from either existing or future lodge and cabin sites. There may also be opportunities on lakes with existing trail access providing boats can be brought in and stored.

10.1.3 Wilderness Hiking/Backpacking/Mountaineering/Heli-hiking

The alpine/sub-alpine ecosystems provide exceptionally high opportunity for wilderness hiking/backpacking/mountaineering/heli-hiking. The contiguous, high, relatively dry, open terrain offers opportunity to hike without the need for trails. This ecosystem also offers many features that complement hiking/backpacking/mountaineering/heli-hiking, including scenic viewscapes, opportunities for wildlife viewing, alpine floral displays, glaciers and lakes. Hiking opportunity in other biogeoclimatic subzones within the study area is mostly dependent on trails (existing and future). Moderate potential exists to improve trail access for both hiking into the area as well as hiking within the area.

10.1.4 Wildlife Viewing and Nature Photography

Historically, this activity has usually been a secondary experience as part of another type of tourism activity, such as trail riding or hiking. However, nature viewing (geology, flora and fauna) is now a rapidly growing tourist activity on its own and, in the Chilcotin area, opportunities abound for such an activity. The high quality of the experience is not only in the natural resources and diverse ecosystems that exist in the area, but is also dependent on the availability of knowledgeable guides.

10.1.5 Flight Seeing and Air Tours

Flight seeing and air tour products are both essential to existing and future tourism operations as a means of access and also has potential to expand as a product on its own. The natural scenic beauty and unaltered state of much of the area offers an experience from the air that is becoming increasingly rare in the province. While, the high cost of these activities is often a constraint elsewhere, with the number of fixed wing float/ski craft already used and owned by local operators, this constraint may be minimized in this area. Because of the long sightlines available from the air, however, future forest harvesting could offset this advantage by dramatically reducing the quality and, therefore, potential for expansion of the flight seeing/air tour experience.

10.1.6 Wilderness Trail Riding

Wilderness tourism by horseback is a popular product in the Chilcotin in general. This rainshadow area offers very high potential for a scenic on horseback product in an unaltered environment not available in many other parts of the province or the region. The alpine/sub-alpine subzones offers a variety of features including wildlife viewing, alpine floral displays, glacial landscapes and lakes that are all complimentary to the wilderness trail riding experience. There is some opportunity for expanded fly-in access to base lodges where horses can be kept over the summer months, thereby making access to the scenic, open alpine ecosystem quicker and easier.

10.1.7 Remote Wilderness Lodge

The potential for expansion of remote wilderness lodges/cabins is based upon the abundance of suitable lakes in spectacular diverse scenic settings. But there is also a caution; multiple lodges/cabins on specific lakes could result in loss of the quality remote wilderness experience through too many people, excess air traffic and noise pollution and possible impacts on fish and wildlife populations. Both the natural resource carrying capacity and the need to protect the quality of the experience, therefore, constrain actual suitability for new site expansion opportunities.

10.1.8 Hunting

Hunting opportunity exists (provided by the Guide Outfitters) over a range of seasons, depending on species. The presence of large mammal species available for hunting and the spectacular scenic attributes of the area provide opportunities for hunting by horseback and are facilitated, in some cases, by the significant number of lakes accessible by floatplane.

10.1.9 Backcountry Skiing

There is some opportunity for backcountry skiing over large areas of the SRDZs, although it is relatively undeveloped to date. The large contiguous areas of open, alpine ecosystem with high scenic values and glacial environments provide opportunity for single-day or multi-day, cabin to cabin backcountry skiing. Access would likely be via air to a drop-off point, with a predetermined pickup location.

10.1.10 Snowmobiling

The potential for expansion of the snowmobiling activity is dependent upon several factors. Snowmobiling is an increasingly popular sport. While technology continues to improve and machines are becoming more powerful, thereby enabling them to climb steeper inclines, biophysical conditions limiting snowmobiling and access will likely remain a major issue in this area. Snowmobiling requires reasonable road and/or trail access to alpine environments where snowmobiling commonly takes place. While that access is very limited at present, future trail development could provide access nearer to the attractive alpine areas in the future. Commercial snowmobiling tours are also becoming more popular. Any expansion of snowmobiling as a commercial tourism product, however, is constrained by the high cost of equipment and the unknown length of season.

See Table 10.1: Attributes Used As Features in Wilderness Tourism Capability Models

10.2 Tourism Association and Operator Survey Response to Tourism Opportunities

This study process directly questioned operators of existing Chilcotin tourism businesses, local community groups, and individual residents to seek expert, local knowledge of development opportunities. Surveys were distributed by email, fax and through one-on-one and group consultations. Operators described available opportunities and locations, pointed out any constraints,

and made suggestions on how new opportunities might be implemented, while community associations considered opportunities at the broader, regional product level.

The group and individual responses are summarized in the tables below, with full text of workshop proceedings in Appendix 4 and 5.

Two key points emerge from consideration of the focus group responses.

First, the focus groups believe the role of First Nations is central to the future success of area tourism and have described a set of development opportunities specific to the First Nations. Tourism operators recognize First Nations culture is a significant attractor to visitors, and appear willing to enter into working relationships in order to involve First Nations in capturing benefits from tourism development.

Second, operators of existing businesses are concerned that new tourism development opportunities enhance, rather than compete with, current operations. Many Chilcotin properties are mature businesses, with decades of experience in the original 'outdoor' products. These operators are working hard to meet the challenges of changing visitor expectations (market preferences), vigorous competition from other destinations, and impacts to their fundamental product base by other resource users. The operators see a need to support existing businesses as a priority equivalent to developing new opportunities.

The opportunities identified include development of new accommodation and heritage interpretation sites, expansion of existing outdoor product offerings, introduction of extreme sports activities, and especially addressed development of product offerings based on heritage and culture, particularly of First Nations, wilderness guides, wilderness lodges and the Chilcotin lifestyle.

10.2.1 Summary of Recommendations

People discussed ways in which to enhance their Chilcotin identify while maintaining their competitive edge in the global marketplace and the wish to participate in processes that managed development that was more responsive to Chilcotin community needs. Attempted planning processes over such a large geographic region as the Chilcotin fails to meet individual community's needs.

This summary is the accumulated ideas heard and reported on throughout the region during this survey process.

- 20 Year Tourism Development Plan– long term plan done at the community level (not regional level)
  - Develop recommendations for management on the three most important issues
  - Conflicts between different user groups
  - Identify acceptable level of resource impact in the area
  - Recreation vs commercial recreation
  - Establish carrying capacity
  - Encourage and support community based development for the long-term benefit of the community
  - Develop tourism in a way that enhances the Chilcotin and builds on its current strengths in the market place i.e. wilderness tourism product

- Chilcotin Hwy 20 Corridor Development Plan – to maintain the Chilcotin Culture (natural environment, Russell fences, snake fences, small service centered communities)
  - Identify service centers and support service development
  - Build on service centers
  - Signage – Gateway to the Chilcotin and gateway communities
- Support First Nations cultural and wilderness tourism opportunities
- Financial Institution to:
  - Assist Chilcotin businesses including tourism-oriented to expand and diversify their businesses in the Chilcotin, i.e. value-added tourism, value-added wood products, agri-tourism and other small businesses
  - Provide low interest, long term loans to assist small business operators (similar to Agriculture loan programs)
- Small business training facility
- Upgrade existing facilities or build new facilities in order to maintain competitive edge in global tourism market
- Expand business into all seasons
  - To extend use of existing infrastructures
  - Create longer terms of employment
  - Create more employment
  - Generate more revenue into the local economy
  - Increasing tax base (licensing, fees, land-use fees)
- Existing businesses expand into horizontal products i.e. destination lodge starts one-week wilderness tour in addition to standard product offerings
- Simplify licensing and permitting procedures – bring under one Ministry (Ministries are now in conflict with land-use decisions, MOF jurisdiction over land for forestry and range use/ranching interests, BCAL jurisdiction over commercial recreation users, MOF jurisdiction over all other recreation uses, there is not one agency that deals with people management and tourism.)

10.2.2 Summary of Survey Responses

In terms of physical infrastructure development, the identified opportunities include heritage interpretive centers, activity-specific improvements, and trail developments. Generally opposed to development of new roads, the respondents did identify a higher standard for Highway 20 as an infrastructure need, along with telecommunications access comparable to that in urban areas of the province.

In human resources development, the respondents identified needs for basic hospitality industry training and advanced activity-specific (guiding, natural and cultural interpretation) training. Business and marketing skills were also seen as under-developed. First Nations may wish to access training in tourism business or operational areas, and will have specific requirements.

The respondents also identified marketing and organizational needs. The operators indicated a need for support in internet-based marketing and in coordinating resource use among tourism and other users. One proposal for a regional theme to integrate product development and marketing was put forward.

Table 10.2: Tourism Opportunities Identified by Chilcotin Tourism Operators

New Tourism Opportunity	Linkages with Existing Operators	Steps Needed to Implement
Backcountry	Share trails & campsites. Coordinate to protect the wilderness experience	
Bird watching	Yes	Protect habitat first
Wind surfing	Yes	Marketing Protect viewscape
Wilderness Hiking	Provide guides	Find someone who wants to expand or open a business
Herbology	Provide guides	Hire a herbologist
Kayaking Mountain Climbing Cross Country Skiing	Provide opportunity to guests	Hire a guide
Chilcotin Ark trail – market the area as international wilderness tourism destination	Yes	Go through the proper procedures to implement Marketing Justify the economics of why tourism in the Chilcotin is the number one economic generator

First Nations Tourism Opportunity		
Wilderness Lodge/resort Heritage Sites Fall Salmon Fishing Cultural Tours Heritage Trails	Share trails and campsites	Communication Vision Marketing Facilitation

Table 10.3: Opportunities Identified by Community Associations Focus Group

What does your organization see as new or potential eco-tourism/adventure tourism/heritage & cultural tourism development opportunities in the area?
Include First Nations community visits on any tours to discuss history & culture
Increase involvement with the ranching sector - eg: Vedan Ranch
Arts conferences or retreats combined with our unique recreational activities
Higher end camping combined with gourmet dining and outdoor living
Personal growth, cultural (music, drama, visual arts) seminars and courses
Aboriginal cultural tourism
Market the region internationally as the Chilcotin Ark. Build the Chilcotin Ark trail
Involve First Nations by supporting construction of heritage centres.
Expand from within the existing operators

11. Potential Land and Water Use Conflicts

The Chilcotin Wilderness Tourism study area has a wide range of ecosystems that have significant suitability for back, mid and front country tourism, as well as a complex of other land and water uses often closely interrelated.

Few of the potential conflicts are mutually exclusive; rather they are different perspectives of the essential challenge, which is to maintain the wilderness environment upon which both present and future tourism product activities are based. Clearly, not all of the future potential land and water users including potentially competing tourism uses can be accommodated within any specific area, SRDZ or other. Nor, perhaps, can these uses be accommodated at the level of activity they may desire if all user interests are taken into consideration. It will require tremendous political will from all the stakeholders to understand the nature and extent of the potential conflicts, let alone to agree on the solutions and to carry out the actions that will be required (if it is their decision to) to maintain the unique natural and cultural values of the area and realize the significant wilderness tourism opportunities that exist.

Section 11.11 of this report identifies Chilcotin tourism operators and community associations survey response to the impact of a variety of factors and other resource uses on their tourism product or business.

11.1 Access Management

One of the biggest tourism land and water use management issues in the area will be the determination of the kind and location of access. One of the key wilderness tourism features of this study area is its lack of roaded access. Conflicts can be expected with roaded access for resource extraction and potentially, in the future as the area becomes more well known, increasing pressure to provide at least limited access for tourism development.

Air access itself is not totally benign when one considers the potential for too many flights impacting negatively on the tourism experience.

11.2 Visual Quality (Air, Road, Trail and Water)

The viewscape within which air, road, trail and water access is associated with commercial tourism wilderness experiences is an essential component of many of the tourism product opportunities within the study area. There is high potential for conflict between any visual occurrence of resource extraction or other substantive human alteration of the landscape and the tourism access corridors, particularly in the SRDZs but elsewhere as well, associated with tourism product experiences regardless of the product.

11.3 Forest Harvesting/Retention of Wilderness Characteristics

Despite the various planning processes the controversy between forest harvesting and maintaining wilderness characteristics remains a major district and provincial issue. The sub-regional planning processes will not escape this most difficult debate.

The challenge in the SRDZs where the decision is to harvest timber is, that it be done in a manner that is sensitive to the need to provide an enjoyable experience to tourism clientele with very differing backgrounds and interests. There is a need for a dramatic increase in understanding of the sustainability requirements necessary for the various wilderness tourism products by all other land and water users. This is an internal challenge for the tourism industry, as educating other users must involve those directly associated with the industry who know best the product requirements and the associated economics of providing attractive wilderness tourism experiences.

Impact of timber harvesting on wilderness characteristics on which tourism depends has been severe in some Chilcotin locations.

Access to SRDZs to harvest insect damaged forests now and in the future will require careful often site specific management to minimize conflict with competing land and water use interests, this would include both during and after forest harvesting activity.

11.4 Forest Harvesting/Land and Water Based Tourism Experience

Depending on forest harvesting location and method, direct conflicts associated with altered landscapes and site specific location tourism uses could be expected.

For example, in the SRDZs the potential impact of forest harvesting on the angling experience at identified quality wilderness lakes or the associated impact on high capability remote access lodge site opportunity may mean no timber harvesting or it may mean harvesting only under very specific conditions.

11.5 The Tourism/Livestock Range Use Interface

The potential conflict between livestock producers and commercial backcountry recreation operators grazing tenure allocations will require careful integrated management planning so as to maintain the forage ecosystems in a sustainable state and provide integrated use opportunity where possible.

11.6 Internal Tourism Conflicts

Throughout the West Chilcotin, as tourism use intensity builds, conflicts between both products provided by private business interests and public recreation users will arise.

We have identified as a component of this study, very significant opportunity for a range of tourism products as well as cautions in developing to maintain those natural and scenic values. With a combination of increasing private and public use of the SRDZs natural and scenic resources, it will be surprising if increased 'on the ground' conflict is not significant.

11.7 Wildlife and Wildlife Habitat

Tourism in the Chilcotin, like many other areas of BC, can be viewed as both a foe and a friend to wildlife and their habitats. Tourism can be harmful to the animal species that inhabit this area by destroying habitats, affecting breeding habitats, disrupting breeding and nesting, ruining plant species upon which species are dependent and potentially setting fires. On the other hand, tourism activity and particular tourism products offered in the Chilcotin benefit wildlife by giving it an economic value

which motivates conservation of both the plant and animal species as well as the ecosystems on which they depend.

11.8 Potential Environmental Quality Conflicts

A range of potential conflicts associated with impact on environmental quality, upon which wilderness tourism is so dependent, focuses on fish and wildlife habitat and the fragile alpine ecosystems. Travel Forecast 2000 states that "The role of parks and protected areas will grow in importance. It follows that the maintenance and protection of natural settings will be one of the major preoccupations of the travel industry in the next century. Degradation of the environment will increasingly be seen as limiting the potential of tourism, a very important industry." (page 59 Canadian Tourism Research Group, 1997)

11.9 The Limits of Acceptable Change

As ecotourism moves into the mainstream tourism sector, it is important that management mechanisms be in place to prevent negative environmental impacts. Limits of acceptable use must be developed and implemented in order to achieve a sustainable tourism industry and avoid unacceptable levels of ecological and social change. If tourism is to increase in the study area, acceptable levels of impact must be determined and adhered to.

Carrying capacity can be defined in several ways that are all relevant to tourism in the Chilcotin. The first is environmental or ecological capacity which means the number of tourists that can be accommodated before damage begins to be caused to the environment or ecosystems. The second is social capacity where the number of people beyond which social disruption or irrevocable cultural damage will occur. And, most importantly, perceptual capacity, which defines the number of people a place can welcome before the quality of the tourist experience begins to be adversely affected (Swarbrooke, 1999).

Tourism related damage is usually a gradual process with differing limits dependant on local geography, ecosystems etc. The concept that damage will occur at a particular point based on number of tourists is immeasurable. However, by using visitor management schemes, damage can be avoided.

In the study area, the current wilderness experience is marketable because of the relatively low use intensity. As knowledge of the areas attributes and opportunities increase, use will increase as well. At some point, those currently with commercial tourism businesses, interested public users and government agencies responsible will have to develop a process to decide what the limits of acceptable change are to protect wilderness tourism sustainability.

11.10 The Plethora of Planning and Decision Making Processes

The number of historical and ongoing planning and management processes that affect the West Chilcotin SRDZs is a separate issue on its own and some objectives may well be in direct conflict with one another and affect tourism business opportunities.

11.11 Chilcotin Tourism Operators Survey Response to Conflicts

This survey questioned Chilcotin tourism operators and community associations about the impact of various factors relating to resources and management practices on tourism business success. The

response format permitted respondents to indicate both the direction (positive or negative) and the degree (minor, moderate or severe) of the factor on tourism interests.

The respondents indicate near-unanimity in declaring that key resource strengths of the Chilcotin, from tourism's perspective are its scenic beauty, lakes, rivers, forests, wilderness areas, wildlife and fish. Respondents see cultural events, accommodations facilities, the Chilcotin communities, and various kinds of services as generally positive, but much less strongly important to tourism. The area's remoteness and accessibility are positive factors to most respondents, though minorities see each factor as a hindrance. Similarly, ranching and rangelands are positive to most, though a minority sees the activity as hindering tourism. Governments at the local and senior levels were seen as being either mildly positive or strongly negative in impact. Forestry and mining activities were seen as being strongly negative to tourism.

12. Potential Conflict Management Directions

The priority management direction should be to not sacrifice the wilderness tourism experience opportunity within the SRDZs and associated lands suitable for the various combinations of tourism products regardless of scale of planning or management.

Land and water use issues and related conflicts are dynamic, constantly changing and shifting with changes in tourism product requirements and other land and water users interests. The following considers the key identified issues in the context of proposed planning and management directions with suggestions on conflict resolution approaches.

12.1 Access Management

The lack of overall roaded access has provided some control over how the SRDZs have historically developed or conversely, remain undeveloped, for tourism uses. If the area is to remain true wilderness and high capability wilderness tourism products are to remain the focus of tourism activity, this lack of permanent roaded access must be maintained.

If temporary roaded access is to be permitted, whether for resource extraction or other purposes, there will need to be very careful planning (from sub-regional to site) from all access perspectives, most particularly that of remote wilderness tourism. Any roaded access that is allowed must remain strictly controlled before, during and after resource extraction activity. Deactivation and complete site rehabilitation must then occur in order to ensure that remote wilderness tourism experience opportunities are maintained. Extraction should be planned during low seasons so it does not conflict with high tourism seasons.

It is suggested that sub-regional landscape unit and operational planning should focus on more detailed conditions for access management that will respect the combined values of the SRDZ without compromising tourism opportunities. This, in some cases, may require more detailed inventory to ensure all values are given consideration.

Road access deactivation and rehabilitation must be part of the initial planning and location process if road access is considered absolutely necessary.

To preserve wilderness ambience and quiet enjoyment, air access planning must be initiated by the tourism operators in consultation and in association with government agencies. The result could be a consensus based 'wilderness tourism and air access protocol' that reflects wilderness tourism interests.

12.2 Visual Quality (Air, Road, Trail and Water)

Due to the significant negative visual impact of any substantial human alteration on the landscape associated with access (air, road, trail and water) corridors, all future planning and negotiations for timber harvesting or other resource extraction activity, particularly in the SRDZs regardless of scale of endeavour, must include land, water and air oriented visual management. The currently used visual quality objectives methodology does not adequately reflect the viewscape requirements of the wilderness tourism industry. Therefore, tourism operators must develop their own viewscape standards to be applied to the study area.

Planning for protection of tourism access viewscapes should include consideration of:

- scenic area designation
- landscape management guidelines for high elevation viewpoints
- transfer of harvest commitment elsewhere to reduce visual impact within access corridors
- innovative timber harvesting systems and landscape design options such as single tree selection with consideration of greenup and recovery time.

12.3 Forest Harvesting/Retention of Wilderness Characteristics

Any consideration of land and water use issues with respect to the focus SRDZs will not escape the major provincial issue of 'to harvest or not to harvest'.

The two key issues to be negotiated are clearly:

- potential impact on existing wilderness dependent tourism enterprises and future opportunities
- harvesting of insect damaged stands.

The principles in resolving this fundamental logging versus wilderness tourism conflict must respect all resource values and interests. The impacts on one another's interests of all potential courses of management action must be clearly understood. However, there must be a place for wilderness tourism with its requirements within the land use maze.

The search for innovative approaches at the SRDZ planning level (landscape unit or other) must be vigorous, including consideration of the community's:

- priority to retain the wilderness tourism/recreation experience opportunity
- long term community sustainability
- job creation potential, including through local valued added enterprises
- opportunities for no roaded access
- visual quality maintenance along travel corridor and potential ecotourism facility site locations.

12.4 Forest Harvesting/Land and Water Based Tourism Experience

Most of the wilderness tourism products currently offered and the potential product opportunities are based on landscapes unaltered by humans. An altered landscape, visual or otherwise (e.g., degradation of habitat), would negatively impact on the experience and the range of economic development opportunity they present.

This means both specific sites and areas will require local management and operational planning that respects the wilderness requirements of existing tourism enterprises, products and recreation opportunities. A prime example is the quality wilderness native rainbow trout angling experience where pristine scenically attractive surroundings are at least as important or more important than the presence of fish.

12.5 Internal Tourism Conflicts

Not all wilderness tourism activities with potential within the study area are compatible with one another (e.g.: nature study versus air access fishing, or backcountry skiing versus snowmobiling).

It is suggested that a process be initiated within the tourism industry whereby a group of those directly involved in wilderness tourism would develop internal land and water use guidelines for the various products and combinations of products. Following this step, within the industry itself, it is suggested that broader multi-interest stakeholders be engaged to negotiate mutually agreeable guidelines to maintain sustainable wilderness experience opportunities.

Respect and understanding for the attraction and requirements of each tourism product use will be critical to minimizing conflicts.

12.6 Environmental Sensitivity

Many tourism products and activities depend on sensitivity to environmental quality (e.g., fish habitat stream sedimentation and biophysical carrying capacity of fragile alpine ecosystems).

Technical determination of environmental quality and biophysical carrying capacity for the various ecosystems within the SRDZs is necessary to provide criteria for the management intensity needed to protect both the resource and the wilderness tourism experience.

Any new wilderness tourism development proposals in the SRDZs should be assessed at the site level with respect to carrying capacity associated with biophysical and wilderness experience constraints and competing potential tourism products utilizing the same land and water resources.

Environmental and ecological carrying capacity should be discussed and potential management strategies reviewed (including sustainable tourism guidelines).

12.7 The Limits of Acceptable Change

New product development and existing product expansion needs to be based on a carefully conceived growth management process that guides the development of tourism potential towards desired conditions based on the goals identified for the study area and its smaller components (particularly the SRDZs).

A sustainable commercial wilderness tourism industry within the Chilcotin SRDZs will be dependent upon a low use density or at least, a perceived low use where the number of people participating in tourism activities is low enough and managed appropriately so that it does not negatively affect the tourism experience. Protecting the wilderness experience for each of the tourism products and in combination with competing demands for clients, naturalness, isolation, air access, solitude, etc., will require a cooperative effort by all users.

It is suggested that an internal process within the tourism industry be developed to establish the limits of acceptable change so as to protect the overall interests of wilderness tourism product opportunity.

Following this endeavour, future management direction should include an organized SRDZs users stakeholder group including other industry, public users and government agencies responsible to consider limits of acceptable change. This may well be critical when wilderness tourism is so dependent on a low use density as a marketing attribute for their tourism products and wilderness experience.

13. Implementation

Wilderness areas are a finite resource in most areas of the world. British Columbia and the Chilcotin are in a good position to take some of the overflow of demand for wilderness tourism as long as the land upon which the industry is dependent is conserved and managed sustainably. This means defining who will use particular parts of the SRDZs for commercial tourism products and what parts will be integrated with other resource users and the public. There is an opportunity to test combined resource uses using alternative methods of practice and innovative ways of extracting other resources from adjacent and overlapping areas that provide the land and water base for wilderness tourism products and experience.

The Chilcotin Wilderness Tourism study area is a prime location for a pilot project to determine how wilderness tourism can be provided with a secure and appropriate place to carry out and expand on it's already substantial economic contribution to the area while acknowledging that other resource uses, particularly forest harvesting, will continue.

What can be done to allow some degree of resource extraction while retaining the high calibre of resources for tourism must be further explored. Interior ecosystem specific alternatives including field testing of ecoforestry and other alternative forestry practices involving cut, viewscapes, and access warrant consideration. A pilot project would go a long way in proving that we can maintain the world class wilderness/ecotourism potential of the West Chilcotin and capitalize on existing and future tourism products. Promoting the Chilcotin as a destination where tourism and certified sustainable forestry practices are working together would be a positive step forward.

Some form of ecoforestry or selective harvest regime that would maintain the structure of the forest while ensuring that the forest remains aesthetically pleasing for tourism activities and products would allow for revenue from harvesting and employment for both industries (forestry and tourism). This type of forestry activity seeks to respect and restore the integrity of the local forest ecosystem. Guided tours and education about new or trial cutting regimes (including horse logging) may be a valuable tourist draw or an additional educational product.

Forest certification in the area is another option to pursue. Certification will increasingly attract tourists who come to the area knowing that they are supporting operations that have been recognized as an important element in the health of both the local, regional and provincial environment and economy. This type of scheme would mean that forest harvesting would be one component of the total revenue and employment of the Chilcotin forest district area with the dominant activity in some designated areas (like the SRDZs) maintaining their wilderness tourism values/being ecotourism.

In order to test the intent of some of these recommendations in the context of operational tourism enterprises, a practical approach, as suggested by many previous tourism analyses, planning initiatives and working group papers, would be to implement a wilderness tourism/forestry integration pilot project(s) that would set out to explore some of the following:

- Protect the natural/wilderness tourism product that is becoming more rare regionally, provincially, nationally and internationally
- Establish a planning model to be tested where wilderness tourism interests are key decision makers

- Prove that clarity around wilderness conservation for tourism and acceptable methods of timber extraction will make for an economically viable and ecologically sustainable community
- Prove that SRDZs can operate under the original parameters which were set out under land use planning initiatives
- Field test approaches to alternative logging for a variety of ecosystems within the forest district area
- Determine limits of acceptable change
- Test access management strategies
- Where forest extraction occurs, establish visual quality management techniques developed by the tourism industry
- Study existing and new approaches to minimizing wildlife and habitat impacts
- Develop and test sustainable tourism guidelines to protect environmental sensitivity
- Demonstrate how to capitalize on both the high world class wilderness/ecotourism potential of the area while still allowing forest harvesting to occur in certain areas using appropriate methods compatible with tourism
- Identify after field tests what practices seem to work for both the tourism and timber industries
- Study the outcome to determine if these approaches could be used elsewhere in the province

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Appendix 1 – Roles & Responsibilities of Provincial Ministries

BC Assets and Lands Corporation

by Lisa Young, Lands Officer BC Assets and Lands Corporation, Cariboo Region

BC Assets and Lands Corporation (BCAL) is a specialized agency of the provincial government that makes crown land available for environmentally responsible economic growth and public benefit. BCAL is the provincial agency charged with the responsibility of managing commercial recreation on Crown Lands. BCAL has a Commercial Recreation (CR) policy to guide management of CR activities. The goal of this policy is to manage our crown land resources through the use of tenures, licenses and reserves while maintaining "an environment that is naturally diverse and healthy, and enriches peoples lives."

Commercial Recreation Policy & Principles:

(Guiding Strategic Principles of BCAL's Commercial Recreation [CR] Policy)

1. Relationship with First Nations: Provide economic development opportunities for First Nations, and consult with First Nations on commercial recreation proposals, consistent with provincial and ministry guidelines with respect to aboriginal rights and title.
2. Environmental Stewardship: Protect and maintain environmental integrity, using land and resources within their capacity to sustain use, and maintain biological diversity.
3. Public Access and Use: Maintain public access to enter and traverse Crown land as a primary consideration in evaluating proposals for commercial recreation. As a general guide, legitimate reasons to manage public access may include the potential for conflict, environmental, and public safety concerns. An additional principle is to provide a balanced mix of recreational experiences, both commercial and non-commercial.
4. Business Certainty: Ensure that new CR applications are compatible with the operational needs of existing CR businesses.
5. Economic Diversification: Provide for an environmentally sustainable, responsive and vibrant commercial recreation industry. Ensure that commercial recreation operations are considered as integral parts of diversification strategies for communities and regions in transition.
6. Public Consultation: Involve other interests through a fair, open and consultative process which takes into account locally-established priorities, and public interests, while not fettering the Minister's ultimate decision-making authority.
7. Inter-agency Co-ordination: Manage Crown lands in an integrated, co-operative and open manner, with involvement from provincial government agencies, local governments, First Nations and the public. Where they exist, use agreements between agencies to develop government responses to commercial recreation proposals. In addition, to consider all government commitments for resource use during the review of commercial recreation proposals.

8. Land Use Planning: Ensure that land allocation decisions are consistent with approved local, regional and provincial land use plans, including strategic plans such as Land and Resource management Plans, Local Resource Use Plans and local government plans, with special consideration to commercial recreation values identified in these plans.

The Province's Commercial Recreation policy applies to all forms of outdoor recreation activities authorised by BC Assets and Lands Corporation to be carried out on provincial Crown land on a fee-for-service basis (some exceptions do apply).

Commercial recreation is important to economic diversification and rural development across BC. The Land Act requires all businesses using Crown Land to be tenured. BCAL provides commercial recreation operators with authorisations that give them clearly defined rights for the use of Crown Land. This will give local industry a greater degree of management certainty.

The BCAL process allows time for each application to be reviewed by the various provincial resource ministries, First Nations and the public through a referral process, as well as through advertisements in local newspapers and the BC Gazette. On several applications, local interest groups also provide feedback before BCAL makes a decision. BCAL currently places a high priority on being involved in many of the land use studies and plans on going within the Chilcotin Forest District (Tourism Opportunity Study, Sub Regional Planning, Anahim Round Table, Lakes Classification). BCAL understands that working co-operatively with other agencies and community groups will help to speed up the referral input and overall application procedure.

BCAL's aim is to proactively manage commercial recreation activities and development opportunities. BCAL is looking to this tourism opportunity study to offer guidance with respect to:

- Providing management direction to ensure the ability to facilitate long-term, sustainable and quality commercial recreation opportunities within the study area; and
- Identify viable areas capable and suitable of supporting future commercial recreation opportunities.

BC Parks Role And Responsibilities

Commercial Recreation Service Within Parks And Recreation Areas

(by Murray Carruthers, Recreation Officer for BC Parks Cariboo District)

The Cariboo Chilcotin Land Use Plan (CCLUP) was announced on October 24, 1994. BC Parks Cariboo District uses this establishment date for the tenuring of Park Use Permits (PUP) for recreational use and commercial operations that pre-date the establishment of the parks. All known and prospective permittees claiming pre-existing operating rights within a new Park or Protected Area must demonstrate they were in existence and operating prior to October 24, 1994.

Many of the protected areas are available, in principle and where appropriate, for commercial tourism and recreation. These development opportunities will be developed during area-specific management planning, which will also recognize the protection of the special natural values of each area and the provision for public non-commercial recreation.

The purpose of commercial recreation services within parks is to provide park visitors with an opportunity to appreciate the natural and cultural heritage of BC Parks. Appropriate commercially delivered recreation services widen the range of opportunities available to all park visitors.

BC Parks is the agency responsible for the management of all matters concerning the park system. The preservation of park heritage values will take precedence over the provision of recreational opportunities.

All services provided by the private sector within a provincial park must be consistent with the approved objectives of that park. When the private sector is invited to provide services to the public in provincial parks, it must result in the maintenance or enhancement of recreational opportunities. Such invitations will be given appropriate public visibility. Exclusive commercial recreation opportunities will be competed for, usually through a proposal call process.

Park management may respond to unsolicited proposals for the commercial delivery of a recreational opportunity by determining, with solicited input where needed, the appropriateness of the proposed recreation opportunity and the commercial delivery of it. The decision will take into account the type of activity, size of operation, anticipated impacts, the existence of previous requests from other proponents, the existence of competing businesses both within and outside of the park offering similar services, and directions provided through a management plan.

In recognition of the actual and potential impact of park based commercial recreation operations on other agencies and/or interests outside, BC Parks will cooperate with B.C. Assets and Lands Corporation, National Parks, Provincial Governments, First Nations, various interest groups, corporations, agencies and individuals to achieve our objectives.

An appropriate commercial opportunity is one which has traditionally been conducted in the park system and/or is deemed compatible with BC Park's values. It allows a park visitor to appreciate the attributes and features of a park in a manner approved by the park management plan and/or park objectives. The opportunity and how it is provided must not conflict with the stewardship mandate of BC Parks, and should take into consideration potential impacts on the park environment and other park visitors. If an opportunity new to the park area is being considered, management may test the appropriateness, the public perception to, and the environmental impact of a service prior to decision of whether or not to issue a proposal package for the opportunity.

BC Parks Mandate and Principles

(Summarized from various parks and protected areas references for this study)

BC Parks' mandate is to act as the steward of the provincial parks system. The authority for this is drawn from the Parks Act and the Ecological Reserves Act, along with associated regulations, policies and agreements. The BC Parks Mission Statement is "To protect natural diversity and natural and cultural features in provincial parks and ecological reserves and to provide opportunities for outdoor recreation in parks."

Within the Chilcotin Wilderness Tourism study area there are several parks including all or portions of: Cardiff Mountain, Ts'yl-os, Nuntsu, Bull Canyon, Stum Lake, White Pelican, Nasko Lakes, Tweedsmuir, Homathko River/Tatlayoko and Itcha Ilgachuz. These parks are set a side as nature preserves to help conserve the natural and biological diversity and cultural heritage or our province. These areas are also considered to contribute to the growth of tourism and economic diversification. A main Guiding Principle for BC Parks is:

> Showing leadership in cooperation and coordination with other agencies, aboriginal people, and the public to protect and manage lands and natural and cultural values within and adjacent to provincial parks and ecological reserve boundaries. BC Parks realizes that it cannot work alone in the protection and management of natural values, be they within

> or outside the park and ecological reserve boundaries. In some instances, formal cooperative management agreements may be required to ensure adequate levels of protection.

Many of the parks in the study area are remote and difficult to access. The opportunities that exist are backcountry oriented including wilderness hiking, boating, fishing, mountaineering, hunting, horseback riding, kayaking wildlife viewing, windsurfing and photography. These parks contain important First Nations and cultural features including historic and traditional trails, aboriginal hunting and food gathering sites and camps. Unique wildlife, fish and plant ecosystems are also protected including habitats important to the survival of certain species. Therefore some of these parks have specific use and conservation guidelines for conservation, wildlife, access, recreation, visitor ethics, Aboriginal traditional use, hunting etc. Due to their wilderness status several of the parks have a no-trace ethic.

BC Parks operates based on Protected Areas Management Principles. This is a protected areas system that provides for a variety of experiences but not all allowed uses are appropriate within every protected area. Each protected area may be zoned to provide protection to the values the area was originally set aside to protect. These zones range from areas that exclude humans to those that accommodate and/or enhance recreational and cultural opportunities. The Management Principles go on to say:

> Developments within protected areas should be fully compatible with the principles of maintaining ecological integrity and minimum intervention with natural processes. Developments should directly complement and be integral to the opportunities being provided and complement the purpose, objectives and role of the particular protected area. Wherever possible, intensive recreational and tourism developments should occur in adjacent areas outside of protected area boundaries.
>
> Protected areas are not islands; they exist as part of larger ecosystems and cultural landscapes. Therefore, management decisions, both inside and outside of protected areas should be coordinated and integrated to the greatest extent possible while recognizing that resource development activities outside of protected areas are appropriate and necessary.
> (pg. 2-3 A Protected Areas Strategy for BC: Resource & Recreation Use Guidelines, August 1995)

Ministry of Forests

Public recreation on BC's crown forest lands falls under the jurisdiction of the provincial Ministry of Forests. In carrying out this mandate the Forest Service develops and maintains recreational inventories and plans; approves, and in some cases maintains, public recreational facility development (i.e. trails) on crown forest lands; and regulates public recreational use of crown forest lands. The Forest Service is also responsible for developing and managing visual quality objectives with respect to forest harvesting operations.

Ministry of Environment, Lands & Parks

The Ministry of Environment, Lands & Parks (MELP) has responsibility across BC for the management, protection and enhancement of the province's environment, including its wildlife, water, land and air resources, and its crown lands including provincial parks and ecological reserves (BC Parks). MELP reviews Commercial Recreation permits to ensure protection of wildlife, wildlife habitat and water quality.

Ministry of Small Business, Tourism & Culture

The Ministry of Small Business, Tourism and Culture (MSBTC) is responsible for promoting the province's tourism and cultural development. Through its various branches, the Ministry works to promote tourism and cultural development and expansion by representing the tourism/cultural sector in land use planning, government policy development and government economic initiatives. MSBTC encourages tourism expansion through a variety of initiatives, including implementation of the MSBTC's provincial ecotourism strategy.

Appendix 2 - West Chilcotin Tourism Association Consultation-Associations /Business Survey/Sub-regional Consultations Questionnaires

Consultation-Associations Survey:

The Ministry of Small Business, Tourism and Culture (MSBTC) has commissioned the West Chilcotin Tourism Association (WCTA) to prepare a Tourism Opportunities Strategy (TOS) for the Chilcotin Forest District (CFD).

The TOS project will update and expand existing tourism and recreation inventory information and identify key issues affecting tourism development in the forest district. Based on this information, major ecotourism, adventure travel, and heritage and cultural tourism development opportunities will be identified and analyzed. A Tourism Opportunities Strategy identifying specific strategies and actions that local economic development/tourism development organizations can undertake to facilitate the development and expansion of tourism in the region will then be developed.

The study process includes consultations with select organizations, business operators and interested community members who can contribute to the development of the strategy. We would very much appreciate your assistance as you have been identified as a contributor who can provide valuable input to the strategy. **We assure you that any information you provide as confidential will be respected.**

1. **Please provide the following information about your organization, as applicable:**

Organization Name:	Type of Organization:
Address:	Date established:
Contact Name:	Title:
Phone:	Fax:
Email:	Website:

2. **What is your organization's role in relation to tourism in the CFD?**
3. **What are the main types of activities in which your organization is involved?**
4. **What do you see as the three primary strengths in relation to tourism in the CFD (Environment, trail systems, diverse wildlife, friendly people, services)?**

   Strengths?

   How can these strengths be enhanced?

5. **What do you see as the three primary weaknesses in relation to tourism in the CFD (transportation links, access issues, lack of tourism products, poor signage)?**

   Weaknesses

   How can these weaknesses be overcome?

6. **What does your organization see as the primary challenge to the future of tourism in the CFD (weather, regulations, economic)?**

   Challenge(s)

   How can this challenge(s) be minimized?

7. **From the perspective of your organization, where do you want the forest district to be in terms of ecotourism, adventure tourism, heritage and cultural tourism in the next 5 years time? 10 years? 20 years?**
8. **What does your organization perceive to be the key principles for tourism development (community driven, coordination between communities, high value products)?**
9. **What does your organization see as new or potential ecotourism/adventure tourism/heritage and cultural tourism development opportunities in the CFD?**
10. **What needs to be done to ensure that these opportunities can be realized?**
11. **What should be the specific objectives of ecotourism, adventure tourism, heritage and cultural tourism development (quality of life, resource protection and preservation, job creation, cultural benefits)?**

Other comments

Thank you very much for assisting with the Chilcotin Forest District Tourism Opportunities Strategy. Please feel free to contact us if you have further questions:

Petrus Rykes	**Dave Neads**	**Nancy Oppermann**
Chair	Edge Consulting	Project Management Services
West Chilcotin Tourism Assoc.	Project Manager	Research & Data Collection
Anahim Lake, BC	Tourism Opportunity Strategy	Tourism Opportunity Strategy
Ph: (250) 742-3707	Anahim Lake, BC	Williams Lake, BC
Fax: (250) 742-3489	Ph: (250) 742-3222	Ph: (250) 398-8408
	Email: dneads@coyoto.chilcotin.bc.ca	Fax: (250) 398-8498

Business Survey:

The Ministry of Small Business, Tourism and Culture (MSBTC) has commissioned the West Chilcotin Tourism Association (WCTA) to prepare a Tourism Opportunities Strategy (TOS) for the Chilcotin Forest District (CFD).

The TOS project will update and expand existing tourism and recreation inventory information and identify key issues affecting tourism development in the forest district. Based on this information, major ecotourism, adventure travel, and heritage and cultural tourism development opportunities will be identified and analyzed. A Tourism Opportunities Strategy identifying specific strategies and actions that local economic development/tourism development organizations can undertake to facilitate the development and expansion of tourism in the region will then be developed.

The study process includes consultations with select organizations, business operators and interested community members who can contribute to the development of the strategy. We would very much appreciate your assistance as you have been identified as a contributor who can provide valuable input to the strategy. We assure you that any information you provide as confidential will be respected.

(1) *What is your primary type of business?*

Provide Accommodation Services?

Type	Capacity (Units/Sites)	Average Base Daily Rate Per Unit/Site	Average Package Rate Per Unit/Site Per Day
▪ RV Park/Campground			
▪ Cabin Rentals			
▪ Lodge/Resort			
▪ Backcountry Camps			
▪ Bed & Breakfast			
▪ Hotel/Motel			

OR
Provide Activity Services?

Type	Capacity (Guests/Day)	Average Base Daily Rate Per Guest	Average Package Rate Per Guest Per Day
▪ Guided Fishing			
▪ Trail Riding			
▪ Boat Rentals			
▪ Guided Hunting			
▪ Guided Rafting			
▪ Kayak/Canoe tours			
▪ Hiking Tours			
▪ Photo tours			
▪ Cultural Activities			
▪ Other:			

If you offer accommodation or activity services, what percentage of your clients purchase base services, and what percentage purchase complete packages?

Base Service %	Package Service %

OR
Provide Retail Services?

Type	Value of Tourism As % Total Revenue	Average Annual Value Tourism Revenue ($)
▪ Grocery/Supplies	:	
▪ Gift Shop/Retail		
▪ Fuel/Service		
▪ Restaurant		
▪ Liquor Outlet		
▪ Activity Supplies		
▪ Liquor Outlet		
▪ Business Services		
▪ Health & Wellness		
▪ Other:		

OR
Provide Transportation Services?

Type	Value of Tourism As % Total Revenue	Average Annual Value Tourism Revenue ($)
▪ Air Transportation	:	
▪ Water transportation		
▪ Ground transportation		
▪ Other:		

(2) ***How do the majority of clients travel to your business?***

____Air ____Road

If by Air: private plane____ charter flight____ scheduled flight____

If by Road: private vehicle____ rental vehicle____ carrier____

(3) ***What is the primary reason for your clients visit?***(1 choice only)

Facilities____ Activities____ Wilderness/Nature____ Drop-in____ Business____

(4) ***What do you consider to be your peak season?***

Peak Season From	***To***	***Number of Weeks***

Your low season?

Low Season From	***To***	***Number of Weeks***

Are you closed for part of the year?

Closed From	***To***	***Number of Weeks***

(5) ***During your peak season what percentage of your facility capacity is booked?***

Over 90%	75 to 90%	50 to 74 %	Under 50 %

(6) ***Please indicate the number of people you employ during the peak season***

Full time____ Part time____

(7) ***Please indicate the number of people you employ year-round***

Full time____ Part time____

(8) ***Primary place of origin of your clients:***

☐ British Columbia Canada

☐ USA Europe

☐ Other

(9) ***What percentage of clients come to your business as a primary destination, and what proportion find you as part of a broader trip?***

Primary Destination____% Part of trip___%

(10) ***Estimated Average Expenditures per your average client:***

(Please estimate the expenses per person that would be incurred by an average guest. Base costs at destination on a one-week stay.)

Type of Expense	**BC Resident Guest** **Average $ per Trip**	**Non-BC Guest** **Average $ per Trip**
Transport to Destination		
Local Transport		
Meals & accommodation in transit		
Activity gear & equipment from home		
Accommodation in Chilcotin (1 week stay)		
Food & Beverage (1 week)		
Guided Activities (tours, etc.)		
Equipment rental or purchase		

Gifts/Souvenirs		
Licences/Taxes		
Gratuities		
Other:		
Other:		

Subregional Consultation Survey:

The Ministry of Small Business, Tourism and Culture (MSBTC) has commissioned the West Chilcotin Tourism Association (WCTA) to prepare a Tourism Opportunities Strategy (TOS) for the Chilcotin Forest District (CFD).

The TOS project will update and expand existing tourism and recreation inventory information and identify key issues affecting tourism development in the forest district. Based on this information, major ecotourism, adventure travel, and heritage and cultural tourism development opportunities will be identified and analyzed. A Tourism Opportunities Strategy identifying specific strategies and actions that local economic development/tourism development organizations can undertake to facilitate the development and expansion of tourism in the region will then be developed.

The study process includes consultations with select organizations, business operators and interested community members who can contribute to the development of the strategy. We would very much appreciate your assistance as you have been identified as a contributor who can provide valuable input to the strategy. We assure you that any information you provide as confidential will be respected.

Focus Group Objectives:

- What is economic impact of tourism (Implement survey instrument with operators and other service providers)
- Where is area for potential growth?
- What is standing in the way of tourism growth?
- What changes need to take place (implemented) to make it happen?

Economic Analysis Objectives:

To determine the economic impact of the Chilcotin tourism industry

- Define what we do on the land
- Explore other options that allow us to maintain the broad spectrum of tourism experiences
- Improve the quality of economic information available
- Describe the economic benefits of tourism
- Describe the significance of tourism in the local economy

Section 1: Tourism Definitions: Getting into Tourism Planning Mode

What does "eco-tourism" mean to you?

What does "cultural tourism" mean to you?

What does "sustainable" mean to you?

How do you define "backcountry" tourism?

How do you define "front country" tourism?

What is "wilderness" and how does it relate to "access?

These terms have been introduced to begin focusing on the strengths which make tourism possible in the Chilcotin, and the weaknesses which could hamper growth, with a view to identifying strategies to strengthen the tourism industry's viability, identifying opportunities for appropriate tourism business development and then defining the actions which will be required to achieve these goals.

Section 2: Chilcotin Profile: Identifying Strengths and Weaknesses

What are your business' strengths – the attributes of your operation that are most important in attracting and providing satisfaction to your clients? What factors are weaknesses, harming your ability to serve guests? **Indicate to what degree the attributes are strengths or weaknesses.**

Attribute	Strengths			Weakness			Does Not Apply
Scenic Beauty	Critical	Important	Supports	Critical	Serious	Hinders	
Lakes & Rivers	Critical	Important	Supports	Critical	Serious	Hinders	
Forested Areas	Critical	Important	Supports	Critical	Serious	Hinders	
Wilderness Areas	Critical	Important	Supports	Critical	Serious	Hinders	
Ranches and Rangelands	Critical	Important	Supports	Critical	Serious	Hinders	
Forestry Activities	Critical	Important	Supports	Critical	Serious	Hinders	
Mining Activities	Critical	Important	Supports	Critical	Serious	Hinders	

Chilcotin Communities	Critical	Important	Supports	Critical	Serious	Hinders	
Fish & Wildlife	Critical	Important	Supports	Critical	Serious	Hinders	
Remoteness	Critical	Important	Supports	Critical	Serious	Hinders	
Accessibility	Critical	Important	Supports	Critical	Serious	Hinders	
Facilities	Critical	Important	Supports	Critical	Serious	Hinders	
Cultural Events	Critical	Important	Supports	Critical	Serious	Hinders	
Cultural Services	Critical	Important	Supports	Critical	Serious	Hinders	
Activity Services	Critical	Important	Supports	Critical	Serious	Hinders	
Support Services	Critical	Important	Supports	Critical	Serious	Hinders	
Business Services	Critical	Important	Supports	Critical	Serious	Hinders	
Marketing Services	Critical	Important	Supports	Critical	Serious	Hinders	
Local Govt Support	Critical	Important	Supports	Critical	Serious	Hinders	
Senior Govt Support	Critical	Important	Supports	Critical	Serious	Hinders	

	Critical	Important	Supports	Critical	Serious	Hinders	
	Critical	Important	Supports	Critical	Serious	Hinders	

Are you aware of other operators and businesses using the land and resources in your area of interest?

Section 3: Resource Management Issues and Tourism

Resource management issues, particularly the scope and pace of forest development, are a known concern in the Chilcotin. What impact to your business would result from changes in the level of industrial resource activity in your area?

Industrial Change	**Direction of Impact on Tourism Operators**			**Strength of Impact on Tourism Operators**		
More Industry	Positive	Neutral	Negative	Extreme	Strong	Mild
Same Industry	Positive	Neutral	Negative	Extreme	Strong	Mild
Less Industry	Positive	Neutral	Negative	Extreme	Strong	Mild

First Nations land claims have also been identified as an over-riding concern with potential impacts to tourism businesses. Market surveys indicate visitors are very interested in experiencing First Nations culture, and some Chilcotin area First Nations have indicated an interest in becoming involved in tourism. How can Chilcotin area First Nations become involved in tourism to the benefit of all?

First Nations Tourism Opportunity	**Location**	**Linkages with Existing Operators**	**Steps Needed to Implement**

Are there other critical factors which threaten existing and future tourism opportunities? What steps are needed to resolve the concern?

Critical Tourism Concern	Location	Steps Needed to Resolve

Section 4: Opportunities for Sustainable Growth

Are there opportunities for growth in tourism in the Chilcotin?

What kind of activities will succeed, and where will they be located?

Can existing operators benefit from new opportunities?

Can existing operators be protected if new opportunities are brought on-line?

What access to land and resources will be required for new tourism operations?

How can operators, associations, local governments, First Nations and provincial agencies help make necessary access to resources occur?

New Tourism Opportunity	Location	Linkages with Existing Operators	Steps Needed to Implement

Is anything (not covered above) holding back success of existing tourism operators?

What can be done to support success?

Existing Tourism Constraint	Location	Steps Needed to Support Success

Other comments?

Thank you very much for assisting with the development of the Tourism Opportunity Strategy. If you have any further questions please contact:

Appendix 3: West Chilcotin Tourism Association Consultations- Associations Survey and Response

Types of Organizations

1. Community Centre
2. Art Gallery
3. Economic Development Council
4. Environmental Protection
5. Tourism Association

What is your organization's role in relation to tourism in the CFD?

1. Community planning activities
2. Venue for local/regional artists to display and sell their work
3. Promote the growth and development of a variety of small businesses, including tourism business, throughout the West Chilcotin
4. Working with groups (Tatla Lake Community and the Xeni Gwet'in First Nation) to develop tourism as an alternate economic base in the area compared to forestry
5. Promoting the Chilcotin as an international wilderness tourism destination

What are the main types of activities?

1. Social and recreational - horse clinics, skating events, calf roping competitions etc
2. Retail sales
3. Advocacy

- Improved telecommunications infrastructure
- Changes to Regional District Rural Bylaws
- Continuation and expansion of Discovery Coast ferry

Promotion

- Tourism publications and brochures
- Small business directory
- Education
- Business workshops and seminars

1. Studies to identify wildlife habitats that should be protected from industrial logging activities. Fund raising to encourage alternative economic strategies in place of logging operations. Preserve and protect areas of special significance from environmental destruction by humans
2. Land resource planning on the Chilcotin and Anahim Round Table sub-regional plans

What do you see as the three primary strengths in relation to tourism in the CFD?

- Scenery
- Fishing Opportunities
- Backcountry Opportunities
- Favourable (dry) climate
- Unique physical environment
- Omnipresent wildlife
- Remote location
- Pristine environment with diverse biogeoclimatic features. Year round tourism activities are possible
- In addition to all the factors listed in the questionnaire, another important strength is the intact First Nations culture that is interested in sharing their values and their beautiful back country in a tourism related way
- The Chilcotin people, the land and wildlife

How can these strengths be enhanced?

- Sub-regional planning process
- Education concerning the fragility of our ecology
- Sustainable practices
- Careful, sensitive development
- Careful planning to accommodate diverse user groups and to ensure that protected areas have some areas designated for wildlife interests with limited access and use
- By removing the threat of industrial logging and allowing the local people to get down to business on developing tourism as an alternative source of revenue.
- Alternative economic development funding from government
- By protecting habitat for tourism and wildlife – tourism needs a land base

What do you see as the three primary weaknesses in relation to tourism in the CFD?

Primary Tourism Weaknesses	How can these be overcome?
Poor links between BC Rail and resort operators	Create travel packages that combine rail trips from Vancouver that allow tourists to visit several resorts

Poor road signs (2)	
Lack of transportation links	Keep the ferry running to Bella Coola
Lack of people resident in the area and available to work in tourism	Develop cooperation between communities Make the area more attractive to new residents
Short season of opportunity	Better promotion of communities along Highway 20
Limited bandwidth – slow internet speeds inhibits development of modern communication links	Lobbying by tourism operators, small business, and CRD to force government to pressure CRTC and TELUS to improve telecommunication infrastructure
Condition of Highway 20 (2)	Paving the Highway; particularly Anahim to Heckman Pass (most accident reports) Painting a centre line and/or border lines from Redstone to Anahim Lake Fences to limit access of cattle onto the highway – to improve visibility and reduce hazards for drivers
Lack of accommodations and restaurant facilities maintained to the standards expected by visitors	Upgrade "rustic" accommodations to "higher end" facilities A small convention centre would attract a greater variety of visitors
Lack of recognition by the BC government that the Chilcotin exists as a unique region. On all levels the Chilcotin is referred to as the Cariboo Region	Give recognition and begin referring to the region by its proper name

Transportation and access restrictions mean that only serious back-county use is viable by hiking, horse-back, canoeing. This would be the best use of the land so it is not really a weakness; it is simply a natural characteristic and should be kept this way

What does your organization see as the primary challenge to the future of tourism in the CFD?

- Lack of accommodations - hotels, motels, B&B, RV parks
- Cancellation of the Discovery Ferry
- Loss of jobs in forest industry
- Lack of economic opportunities for First Nations
- Economic climate of the rest of the world
- Remote location - it is difficult to attract visitors and potential new residents due to distance and expense
- Declining population due to lack of opportunities for young people
- Breaking through stereotyped thinking about what tourism opportunities exist in the area. Activities outside of the traditional western theme are being overlooked such as windsurfing, hang-gliding, bird watching, wild life photography, personal growth and cultural seminars in music, art and drama
- The destruction of the forests and wildlife habitat by industrial resource extraction
- For the tourism industry to secure a land base and tenure. It seems that at a moments notice our operations can be logged, mined, developed – regulated and deregulated to financial ruin

How can these challenges be minimized?

- A healthy economy would lead to better services - better hotels, restaurants, recreational services - swimming pools, things that would attract tourists
- Promoting home-based businesses not restricted to larger communities
- Make the area more attractive to visitors and new residents to strengthen the local economy
- Promote the area's services and products to visitors
- There is a need for innovative, risk taking entrepreneurs who are willing to invest in diversifying the tourist opportunities in the area. Present operators need to rethink the type of activities being offered to attract a greater variety of tourism dollars and to minimize the impact on the natural environment
- Placing the management of the forests in the hand of the local communities can minimize forest and wildlife habitat destruction. A moratorium on industrial logging would solve this problem in the short term.
- By having a land base where we have meaningful input to insure eco/wilderness tourism survives

From the perspective of your organization, where do you want the Chilcotin forest district to be in terms of eco-tourism, adventure tourism, heritage and cultural tourism in the next 5 year 10 years 20 years

- Tourism industry needs to take advantage of other economic activities - the proposed gold/copper mine at Fish Lake - educational tours that people will pay for
- Increased participation by First Nations

- The Chilcotin has the potential to grow in all of these tourism areas. We would like to see more visitors but need to implement careful planning in order to accommodate them. Steady and balanced growth would be ideal.
- There should be a balance of tourism opportunities rather than a single focus on one kind of activity. The quality of life for local residents has to remain intact
- The main emphasis of tourism in the Chilcotin should be through plans developed by the local communities. For example, the Xeni Gwet'in First Nations people have been working to develop ecotourism plans that include teaching their traditional values and methods. In 20 years it would be advantageous to see a thriving community running back-country explorations trips and First Nation based cultural and survival education activities
- An international wilderness tourism destination that will be the dominant economic generator for tourism in the next 10 – 20 years

What does your organization perceive to by the key principles for tourism development?

- All Chilcotin tourism operators should be on a Chilcotin Web Site that provides information on the services offered. (coordination)
- Community driven, coordination and high value products are all important
- Careful consideration of what is needed to preserve and protect the unique environment.
- Caution against becoming a trendy tourism destination - boom and bust
- Joint marketing strategies within and between communities
- High value products, developed through coordination and cooperation between local communities (2)
- Community driven, coordinated between communities for high quality, not quantity. We have a unique Chilcotin wilderness product that is vanishing from everywhere else in the world

What does your organization see as new or potential eco-tourism/adventure tourism/heritage and cultural tourism development opportunities in the CFD?

- Include First Nations community visits on any tours to discuss history and culture
- Increase involvement with the ranching sector - eg: Vedan Ranch
- Arts conferences or retreats combined with our unique recreational activities
- Higher end camping combined with gourmet dining and outdoor living
- Personal growth, cultural (music, drama, visual arts) seminars and courses
- Aboriginal cultural tourism
- Market the region internationally as the Chilcotin Ark. Build the Chilcotin Ark trail.
- Involve First Nations by constructing heritage centres.
- Expand from within the existing operators

What needs to be done to ensure that these opportunities can be realized?

- The Chilcotin Sub Regional planning exercise will outline some opportunities for tourism activities
- Subsidies or low-interest loans for area residents to offset the economic challenges of living in an area so far away from supplies and services
- Improvements in communications infrastructure
- Increase the awareness of local operators as to the variety of tourism activities that are possible
- A coordinated program of information seminars with examples of successful operations in other areas
- Adherence to policies that came out of the CCLUP would be a first step toward protecting the natural values that are important to tourism. However, the plan should be taken further on the side of far more extensive protection for fragile ecosystems with far more input from the local communities. All industrial logging should be stopped until a plan that is completely acceptable to the local communities can be developed.
- Land tenure – security and meaningful input

What should be the specific objectives of eco-tourism, adventure tourism, heritage and cultural tourism development?

- Enhancement and protection of our quality of life (2)
- Resource protection and preservation (2)
- Job creation
- To educate visitors in the understanding of the extremely high quality of life known to the people of the Chilcotin through their appreciation of natural values and adaptability to sometimes harsh conditions. Heritage and cultural values should play an important role. Job creation is important, but will be a natural consequence of self-determination of the local communities
- Protection of wilderness habitat

Other comments

- I believe there needs to be a tremendous sensitivity to achieving a balance between the quality of life we have here by not over promoting and over developing in such a fashion as to create rural ghettoes. Tourism cannot be the sole source of revenue for remote communities. There must be other opportunities for growth and economic development to create year-round employment. We need to be part of the solution and our input must be used as none of us like to have things done to us. Thanks for giving me the opportunity to participate in this survey.
- TL&REDC is very willing to support tourism initiatives in the West Chilcotin. The recent completion of the Chilcotin Time video training project has provided us with local skilled people who could produce promotional videos, panoramic shots and sophisticated Web pages. Their services could be used by tourism operators in the area to create employment

- The Chilcotin heritage of rugged independence and the ability to live at 4500' year round with few trips to town is a legacy that should be recognized and respected throughout this country. The lands, which have provided the base for this ongoing phenomenon in Canadian history, should be given the respect and guarantees they merit for all time.
- Tourism without a valid and secure land base makes the term "Supernatural BC" an eventual myth

Appendix 4 – West Chilcotin Tourism Association
Sub-Regional Consultations

Tourism Definitions

What does "eco-tourism" mean to you?

- Non-mechanized tours which focus on the natural environment (2)
- Tourism compatible with the environment. Disturb nothing - take pictures only (2)
- Low impact on land and resources - Activities such as hiking, riding, photo safaris, studying birds or flowers, canoeing (2)
- Generating your own infrastructure - power through water or solar, greenhouse for fruits and vegetables
- Limited access to land
- Use of natural materials to build cabins, lodge
- The opportunity to explore areas of nature that are unspoiled by man and still in their natural state (2)
- Tourists access remote areas under the careful guidance of an experienced outdoors person, respecting and preserving flora and fauna, leaving no traces behind other than their footprints.
- Tourism activity in a natural environment with minimal or no effect on the land or resources
- A sustainable, environmentally friendly economic generator in a wildlife setting

What does "cultural tourism" mean to you?

- Product is Indian culture and history (2)
- Enjoy, observe and participate in and promote a lifestyle of a particular area (4)
- Learning holiday about traditional lifestyle of the native people – how they hunt, used to live, teaching of making canoes, totem poles etc., language courses, talk to elders, visit and preserve traditional heritage sites
- The ability to see, sense and become aware of the history of an area and how it came to be; the history of the people, their religion, arts, myths, food, housing and politics. How the history and culture has evolved. (3)
- The native and local character that give the Chilcotin its unique flavour and spice

What does "sustainable" mean to you?

- Doesn't wear out, deteriorate or lose value as a result of excessive use
- The number of visitors an area can accommodate without impacting the environment, wildlife, habitat etc

- Use of resources in a responsible way (2)
- Encouragement of catch and release in streams and lakes
- Monitoring commercial, non-commercial and native people for abuse of resources
- Leaving designated areas as they are
- Replenishing whatever has been removed
- To support and nourish, prolong and keep up - to maintain and preserve (2)
- To aid in the success of something
- Something that can be done indefinitely without affecting the product - protecting the future
- That all stakeholders on the land base can make a living, not just the logging industry
- Being able to enjoy our way of living and working within existing conditions

How do you define "backcountry" tourism?

- Remote from roads - no road access – no development (2)
- Accessing the wilderness by non-motorized vehicles - by trails on foot or by horse (3)
- Limited access, gravel roads
- Limited and designated camp sites
- Adventure that takes you to areas that are remote – deep in nature –no road access – away from conveniences (4)
- Away from the main tourist attractions, experiencing the country, its people, customs and culture
- Operators that are accessible by plane, boat or car but use the unlogged wilderness for business

How do you define "front country" tourism?

- Areas accessible by highway, road corridors, or air strip (5)
- Businesses on a main road with accommodations, services such as gas stations, stores, power, phone lines, hospital or first aid, waste disposal (4)
- Areas accessible via roads where cultural areas, information and services are provided. (2)
- The gateway to the backcountry (2)
- Visiting main tourist attractions, bus tours, resorts; little or no contact with inhabitants other than tour operators and service providers

What is "wilderness" and how does it relate to "access"?

- Wilderness consists of undisturbed areas of extensive size with no road access. Access in wilderness areas should be by trail or air only (4)
- An area undisturbed by logging, roads, motor vehicles, left to nature, the animal habitat protected (2)
- Untouched wilderness - access by plane only - monitored

- "Developed" wilderness should be accessible by limited and existing roads - no paved roads, no vehicles beyond park boundaries
- A region uncultivated and uninhabited by human beings, undisturbed by human activity (3)
- Remote, unspoiled and intact. Access does not relate to wilderness at all. Wilderness has no access!

Other critical factors which threaten existing and future tourism opportunities

Critical Tourism Concern	Location	Steps Needed to Resolve
Timber harvesting (2)	Anahim/Nimpo	Sub-regional planning (2)
Road Access		Annual access development and closure progress review
Clear cutting	Lingfield Lincoln Pass	Moratorium until properly studied. Honour the Core decision
Loss of grizzly habitat	Chilko River Corridor	
Water Shed Affected		
Unmanaged growth		More consultation with base group locals and operators
Access to current information		More consultation with operators
Forestry	Nemiah Valley	Do not log where it impacts views, pack rides etc
Logging (3)		Stop logging and address the concerns of stakeholders Change logging practices – no clearcuts, more eco forestry

Clear cuts and Mining	Brittany Triangle	"get'em outa there"
Lack of any secure tenure(2)	Chilcotin	Top government needs to give tourism legislated land security
Over development	Chilcotin	Following the recommendations in the sub-regional plans Resource management for generations to come
Excessive rafting trips	Chilko River	Limit number of operators
Road building		Community involvement Sub regional planning

Opportunities for Sustainable Growth

Are there opportunities for growth in tourism in the Chilcotin?

- Yes, present operators all have areas in where growth can be anticipated
- Yes (4)
- Yes but it should be carefully monitored – use of existing buildings or old businesses, consultation with existing business to see if there is "room", evaluation of resources and impact of growth
- Yes, if logging is halted. An area that is clear cut is not very appealing to tourists wanting to visit the wilderness and nature areas
- Yes, but do we want that?
- Yes, we can focus on outdoor activities presently offered and improve on them
- Yes, expansion from with the existing tourism operators in the ecotourism industry
- Yes, back country tourism

What kind of activities will succeed and where will they be located?

- Back-country with the permanent business situated on front-country. Expansion of rafting and canoeing
- Cultural tourism and back to nature activities
- Educational tourism
- Eco-tourism in approximate location of Chilco Lake

- They will be located near the areas that offer the most variety of activities – lakes, rivers, mountains
- Bus tours to Banff and Jasper
- Ecotourism, hiking, riding, fly fishing, flight seeing throughout Western Chilcotin (2)
- Snow mobile tours in logged areas north of Chilquoit
- Small scale tourism (no mass tourism) operators throughout the Chilcotin (2)

Can existing operators benefit from new opportunities?

- Yes (4)
- Yes - tire repair service, chain saw tune-up, service operated out of a truck - mini road service
- Yes, provided the new opportunities are different from the existing ones. Guests may want to stay in a "luxury" hotel, yet go for a drink in a "cowboy bar". Communication between operators must be open
- Depends on whether they are in direct competition
- Hope not
- Tsy'los could start environmental school – train guides, woodcraft, first aid
- Eco tourism could benefit all operators

Can existing operators be protected if new opportunities are brought on-line?

- This is largely at the discretion of BCAL to protect operators rather than to encourage new enterprises to compete on the same land base and for the same resources
- By regulations to maintain the quality of the wilderness
- Yes, provided there is consultation with existing businesses - no permits if existing facilities are not fully utilized - evaluate how much traffic an area can handle
- Yes
- Probably not without government involvement and it would seem that already there is too much government involvement that is not supportive of business unless it is the logging business
- Don't bring any more "on-line". Help those that already live and work there and have a hard time to make ends meet. The market is saturated
- Yes, by being a member of the WCTA. Then we can sit down to discuss overlaps and common concerns (2)
- Not under the present government policy
- Yes, by keeping informed of the expectations and wishes

What access to land and resources will be required for new tourism operators?

- User fees, campsite responsibilities and site lease fees which are already in effect
- Improved air access - existing air strips
- Deregulated for local tour operators

- No more new access roads. Should go through proper access channel and procedures for trails
- Shared access with existing operators

How can operators, associations, local government, First Nations and provincial agencies help make necessary access to resources occur?

- We don't need access - we need to market the area
- By meeting and discussing methods that are compatible with the resources. Focus on quality rather than quantity
- By communicating with each other and working together - don't ignore the statistics and the expertise of these different groups
- By working together
- The access is fine as it is. Bring the grader and snowplow onto existing roads
- We need less access, not more
- Access is already there for Chilcotin wilderness tourism
- Sub regional planning

New Tourism Opportunity	Location	Linkages with Existing Operators	Steps Needed to Implement
Back-Country	Chilko	Share trails & campsites. Coordinate to protect the wilderness experience	
Bird watching	Eagles Nest Marsh, Anahim	Yes	Protect habitat first
Wind surfing	Tatlayko Lake	Yes	Marketing Protect viewscape
Wilderness Hiking	Tatlayoko/Chilko	Provide guides	Find someone who wants to open a business
Herbology	Tatlayoko/Chilko	Provide guides	Hire a herbologist
Kayaking Mountain Climbing Cross Country Skiing	Tatlayoko/Chilko/ Chilquoit	Provide opportunity to guests	Hire a guide

Chilcotin Ark trail – market the area as international wildness tourism destination	Chilcotin	Yes	Go through the proper procedures to implement Marketing Justify the economics of why tourism in the Chilcotin is the number one economic generator

Is anything (not covered above) holding back success of existing tourism operators?

- The government has to acknowledge that tourism is the #1 future industry in this province and country (2)
- Never-ending new regulations
- Cost of permits
- Taxation on backcountry lodges with no services
- Lack of long term vision for the province
- Limitation of trails especially in Tsylos Park
- Too much government bureaucracy that is anti-small business and pro-logging.
- Small businesses are over taxed and over regulated
- They don't know their market, and advertise to the wrong target groups if they advertise at all
- Lack of recognition by government that we need a favourable environment to enable us to plan ahead 15 years
- Biggest problem is logging – logging is only a 15- year industry. The east Chilcotin has been devastated by logging, hence only about 5% of tourism takes place in the east

What can be done to support success?

- A concerted, cooperative effort to market the area more extensively
- Maintain the quality of our wilderness area so that in 20years we can still enjoy wildlife in its natural habitat (2)
- Acknowledgement from government of increasing tourism revenues
- Acknowledgment that running a lodge or hotel is serious business
- Extending the non-harvest policy to traditional tourism areas
- Open ear from government to local people
- Management of resources for generations to come
- Funding for tourism related training programs
- Focus on generating more dollars from fewer people
- Regulations should apply to non-commercial operators and First Nations
- More trails

- Real support (not just words) from government. Realize that logging is not the only industry in BC. Tourism will still be viable when logging trucks are only seen in museums
- Get existing operators on Web sites - Don't allow competition in; it's hard enough for them as it is
- Cooperation from the ministries
- Secure tenure for tourism

Existing Tourism Constraint	Location	Steps Need to Support Success
Lack of government support and recognition that a favourable environment is required for tourism operators to plan ahead 15 years Lack of government recognition of the Chilcotin as a wilderness tourism destination		Input from communities Government must acknowledge the revenues generated by tourism Government recognition that tourism is the #1 future industry in this province and in Canada Government has to accept that wilderness tourism is a viable economic generator that needs a land base
Lack of trails	Tsylos Park	
Access Roads	Chilcotin	Secure land tenure
Logging (2) and too much government bureaucracy that is anti-small business and pro-logging Clear cuts Mining	Chilcotin Brittany Triangle Nemiah Valley	Cooperation from ministries and secure tenure for tourism Government must realize that logging is not the only industry in BC. Extend non-harvest policy to traditional tourism areas Moratorium on logging (2) Don't log where it impacts on viewscapes, pack rides, etc. Maintain the quality of our wilderness areas so that in 20 years we can still enjoy wildlife in its natural habitat

High cost of permits Taxes Never ending regulations		Open ear from government to local people Acknowledgement that running a tourist operation is a serious business Low interest loans and funding from government Long term vision for the province
Marketing and Advertising		Education and Training dollars Web sites Limit the amount of competition A concerted cooperative effort to market the area more extensively Focus on generating more dollars from fewer people Share expenses
Transportation and Access	Chilko	Offer pick up service/shuttle from highway to Chilko

Other

- Repair the road to the Chilko Lake campground. People drive for days to get here and the last two miles are like a minefield
- More tourism dollars need to be spent on marketing the area to the US and other countries
- Eco-forestry is a solution for tourism. One tree cut and sold by the logging industry could have been resold over a thousand times to tourists for a greater economic return in that tree's life span

Appendix 5: West Chilcotin Tourism Association Recommendations

(Excerpts Of Letter March 21, 2001)

The West Chilcotin Tourism Association recommends the brand name *CHILCOTIN ARK* (as in Noah's Ark) be used in the marketing of the Chilcotin as an international wilderness tourism destination. In a sense, the Chilcotin area has some of the last untouched wilderness places left in the world. This includes a land with shield volcanoes, canyons, the longest fjords in the world, largest glaciers this far south in the northern hemisphere, highest mountain in BC, grasslands, desert and temperate rainforest. These examples mentioned make the Chilcotin Ark one of the most diverse places on earth.

The WCTA recommends the establishment of a regional trail system, the Chilcotin Ark Trail, in consultation with and reflecting local community's and First Nations interests (similar to the Anahim Round Table process). Some of the visions for this trail are that it could connect to the Trans Canada Trail, further south to the Pacific Crest Trail and north to connect with the Alexander MacKenzie Trail. Eventually the Chilcotin Ark Trail could be a main link in a Trans Pacific North American Trail that goes from Mexico to Alaska. This trail could be designed for year round use to benefit all the local communities involved.

Because the Chilcotin is so remote some of the Chilcotin Tourism Operators have historically (and still do) had to physically leave the area and market the area through international travel, trade and fishing shows in the USA, Germany, Austria and Switzerland. Hence the Chilcotin has more exposure throughout the US West Coast, including the Pacific Northwest, and abroad than in BC itself. POTENTIAL markets for the Chilcotin would be BC and Canada, Scandinavia, US Midwest and Eastern Seaboard, and Australia. It's important to note that five new air routes from American cities were added to Vancouver and with this improved access to BC new markets have been created for operators to explore.

Crucial to the area is the retention of the BC Discovery Coast Ferry. This circle tour provides one of the most incredible diverse landscape circle tours in the world and could also provide an opportunity for Highway 20 operators to collaborate on collective marketing initiatives where this is deemed to be their market.